



OFFICE OF THE PRIME MINISTER

1. Job Title

HEAD OF COMMUNICATIONS AND PUBLIC RELATIONS

2. Summary

The Head of Communications and Public Relations will be responsible for building a strong and reputable public image for Office of the Prime Minister. He/She is required to write insightful and meaningful media correspondents, deliver press releases to the media and handle all communication that is sent onward both internally and towards the public. The head of the communication and Public relation will work with senior officials and department representatives to ensure a comprehensive and coordinated public message.

Objectives of the Job

- Develop a broad understanding of functions and initiatives of the Office of the Prime Minister to prioritize messages and manage departmental behavior;
- Supervise staff, which includes prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary decisions or recommendations;
- Provide media relation advice for elected officials, city leadership and departments; and,
- Manage the implementation and development of new public outreach tools for the Office of the Prime Minister.

3. Duties

The duties and responsibilities of the Head of Communications and Public Relations are to be:

1. Direct the activities of the Communication and Public Relations department, which includes planning, coordinating, administering, and evaluating programs, projects, processes, procedures, systems, standards, and/or service offerings; also ensure compliance with federal, state, and local laws, regulations, codes, and/or standards;
2. Provide information to media outlets by generating news releases and acting as the Office of the Prime Minister's spokesperson and media liaison to disseminate any related information to inform and educate the public;

3. Monitor media coverage and respond to media inquiries;
4. Consult with department heads and program staff in responding to media inquiries;
5. Promote programs and events organized by the Office of the Prime Minister; Prepare, review, and edit press releases, scripts, articles, brochures, etc.;
6. Collect data and review material for media relations and internal/external communications use;
7. Provide training to employees on media and protocol;
8. May be responsible for organizing special events such as news conferences and awards ceremonies;
9. Serve as the point of contact for interagency and Legislative special events;
10. Responsible for any presence on social media for the Office of the Prime Minister;
11. Develop improved communication tools, to ensure consistent and clear communication of policy and project information;
12. Work with staff in all areas of the Office of the Prime Minister to improve communication and information access across department divisions (horizontal and vertical);
13. Establish and maintain relationships with representatives of community, employee and public interest groups;
14. To work closely with the Head of Policy and Research to ensure that all public messages are created with the policy strategy in mind;
15. Work with media and staff to handle emergency and routine events; evaluating circumstances to decide the best course of action; and,
16. Direct, delegate, prioritize, manage and supervise the work of subordinates.

Deliverables

1. Quarterly work plans detailing deliverables expected for the period;
2. Training reports depicting on the job training of staff, training needs assessment and post training assessment;
3. Framework for good media outreach strategies and proper information dissemination; and,
4. Communication policy framework and outreach strategy.

4. Key Qualifications

Education

Bachelor in Journalism or Mass Media or any other relevant field

Experience

4 years experience in media or journalism

5. Requirements

The incumbent must demonstrate the following skills:

1. Research and development;
2. Organization and time management;
3. Modern principles and practices of public administration;
4. Versatility in writing for a variety of audiences. Ability to write/edit in a variety of writing styles;
5. Editing and proofreading skills;
6. knowledge of the principles, practices and techniques of oral and written communications;
7. Interpersonal relations skills;
8. Leadership and development;
9. Problem-solving techniques;
10. Blend of analytical, observational, organizational and networking skills;
11. Strategic planning and benchmarking;
12. Project management;
13. Performance measurement;
14. Team building and management;
15. Monitoring and evaluation; and,
16. Excellent oral and written English and Somali languages.

Competency Requirements

1. Gives objective advice based on sound analysis;
2. Focuses on outcomes;
3. Gives purpose and direction;
4. Thinks strategically;
5. Able to prioritize, organize tasks and time, and follow up;
6. Communicates effectively;
7. Demonstrates commitment to organization/ corporate decisions;
8. Displays an intelligent awareness of the political environment;
9. Prepares plans with clear short and long term objectives;
10. Functions effectively in a team of professionals
11. Thinks creatively, takes initiative, and requires minimal supervision;
12. Proactive in anticipating and alerting others to problems with projects or processes; and,
13. Skilled in writing press releases in the proper format.

FADLAN SI 'AAD U APPLY GARAYSO GARAACA HALKAAN

<http://ncsc.org.so/ncscjobs/>

