

POSITION DESCRIPTION –February 2022

POSITION TITLE: **Communications Officer - Digital**

POSITION NUMBER: **L7-003**

LOCATION: **FRCS Head Office, Suva**

REPORTS TO: **Manager Corporate Communications**

THE ORGANIZATION

The Fiji Revenue & Customs Service (FRCS) is a statutory Service established under the FRCS Act 1998. FRCS is an agent for the State for administration and enforcement of Tax and Customs laws in Fiji. Our Vision is to be a world class revenue Service delivering excellence in revenue collection, border protection, trade, and travel facilitation. Our organizational Values are - One organization; Leadership; Valuing employees; Integrity; Results focus; Partnership development.

POSITION PURPOSE

A Communications Officer - Digital is responsible to develop high quality data, evidence and marketing material on specific thematic areas to support engagement with donors, policy makers and other key audiences. Responsibilities including supporting the development, production and delivery of organizational information and data in new and engaging formats for wider dissemination to key influencers. Also Provide promotion and marketing on FRCS business to all stakeholders.

As a key member of the team the role contributes to the achievement of our Vision.

ACCOUNTABILITIES

KEY RESULTS AREAS	KEY ACCOUNTABILITIES
Provision of Marketing Services	<ul style="list-style-type: none"> ▪ Ensure the development of high quality data, evidence and marketing materials to suit business needs. ▪ Proactively support engagement with donors, policy makers and other key audience ▪ Support development production and delivery of organizational information and data in new and engaging formats for wider dissemination to key influencers ▪ Prepare on press release, contributed articles, presentations, events and conference
Core Duties	<ul style="list-style-type: none"> ▪ Identifying and recommending new advertising/awareness for FRCS business ▪ Prepare news releases and liaise with news media outlets to ensure timely and appropriate coverage of FRCS activities ▪ Assist Training and Development section in conducting FRCS Service Awareness Programs ▪ Provide technical advice to stakeholders ▪ Prepare monthly reports ▪ Prepare speeches and papers for presentation by CEO and Executive Management

Marketing Support	<ul style="list-style-type: none"> ▪ Work with Team members to ensure internal materials and communications follow organizational brand, quality and other protocols and requirements ▪ Ensure to support all organizational marketing and communication activities ▪ Ensure effective communication with line business units within FRCS and stakeholders
Monitoring, Reporting & Initiatives	<ul style="list-style-type: none"> ▪ Proactively support the Manager Marketing to drive business programs across multiple channels and business units ▪ Supervise and monitor research and implementation of annual marketing and communication plan by officers ▪ Ensure monthly reports and presentations are ready within given due dates ▪ Ensure to provide timely report as when required
Partnerships and Customer Service	<ul style="list-style-type: none"> ▪ Work closely with operational leaders and colleagues in marketing and public relation to support the development of a workforce that is capable, adaptable, agile, with a focus on promoting best practices in FRCS ▪ Ensure that the highest standards of internal and external customer service is consistently delivered by your Team
Stakeholder Management	<ul style="list-style-type: none"> ▪ Work closely with the Executive Leadership Team to create and establish deliverables for communications/Marketing plan, advisory, and building key partnerships within the organisation ▪ Establish and maintain communication reporting initiatives to support business and value added services
Risk Management	<ul style="list-style-type: none"> ▪ Provide mitigating strategies for program and project risks where this role is held accountable ▪ Work in partnership with the executive leadership team to address risks arising from the implementation of change initiatives
Health, Safety, and Wellness	<ul style="list-style-type: none"> ▪ Champion high standards of Health, Safety and Wellness across FRCS incorporating components into development initiatives where appropriate ▪ Ensure compliance to relevant Occupational Health, and Safety (OHS) obligations and support of health, safety and wellness initiatives are supported and that relevant policies are understood, followed and implemented by all employees

DELEGATIONS

As may be delegated by Manager Corporate Communications /DCS & CEO from time to time.

PERSON SPECIFICATION

ESSENTIAL

Diploma or Bachelor's Degree in a relevant field such as graphic design, Communications, Journalism or public relations. 5 years of experience in similar field. Excellent graphic design skills, photography, videography and video sound editing. Experience in digital communications campaign development.

DESIRABLE

Strong communication liaison skills, Marketing & research experience, Ability to work long hours and strong communication skills. Knowledge of FRCS business and customer base.

PERFORMANCE COMPETENCY INDICATORS

As a Communications Officer - Digital your performance is measured through two criteria:

- **Performance outcome criteria** for your area of responsibility. These are agreed and reviewed annually. You report quarterly to the Manager Marketing on progress, and provide mitigation strategies and timelines where agreed criteria are at risk of non-achievement.
- **Leadership competencies** - you report quarterly on your facilitation performance measured against the competencies for your role. These are set out below.

COMPETENCY	COMPETENCY DESCRIPTOR
Process Management	<ul style="list-style-type: none"> ▪ Consistently good at identifying the necessary processes, and organising the right people to get things done ▪ Knows what to measure and how to measure is so that complex processes can be refined and more can be achieved with fewer resources ▪ Can organise resources (people, funding, material, support) and use them effectively to get things done including managing multiple activities at once and recording information and files in a useful manner
Decision Quality	<ul style="list-style-type: none"> ▪ Utilises a mixture of analysis, wisdom, experiences, and judgement to make high quality, timely decisions, that produce ideas and solutions that are accurate and demonstrate sound judgement, risk management, and integrity ▪ Provides coaching to others to make decisions that sit within their delegations and area of responsibilities
Drive For Results	<ul style="list-style-type: none"> ▪ Can be counted on to successfully exceed goals and expectations by consistently be a top performer, continually pushing themselves and others for results
Listening	<ul style="list-style-type: none"> ▪ Consistently practices attentive and active listening and demonstrates an ability to accurately reflect the opinions of others even when he/she disagrees ▪ Demonstrates tolerance with people and processes by listening, checking and understanding information before making judgements or acting
Courage Conversation	<ul style="list-style-type: none"> ▪ Is direct and honest in their communication with other by providing timely, complete and “actionable” feedback (positive and critical) ▪ Takes tough stands and faces up to problems with any person or in any situation when necessary, and take negative action when it is necessary to do so
Presentation Skills	<ul style="list-style-type: none"> ▪ Effectively presents to a variety of audience on both uncontroversial and controversial topics ▪ Commands attention and can read the audience, adjusting their approach as needed
Intellectual Horsepower	<ul style="list-style-type: none"> ▪ Is bright and intelligent, and deals with concepts, decision and complex information or situations in an efficient manner. ▪ Is intellectually sharp, capable and agile; and is mentally flexible and patient with process, and the ideas of others
Problem Solving	<ul style="list-style-type: none"> ▪ Uses rigorous logic and methods for recognising and solving difficult and/or hidden problems by providing effective solutions; and looks broadly for answers and searching beyond obvious answers for the best solutions. ▪ Conducts high quality and honest analysis of information and data to aid in problem solving
Self-Development	<ul style="list-style-type: none"> ▪ Is personally committed to and actively works to continuously improve self

	<ul style="list-style-type: none">▪ Understands that different situations may call for different skills and approaches, works to strengths and compensates for weaknesses.▪ A role model committed to measuring self against the 5 traits of exemplary leadership

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