

VISION STATEMENT:

To be the leading dual-sector transformative university predicated on inclusiveness, innovation and accessibility for Fiji and the Pacific.

MISSION STATEMENT:

To serve the people of Fiji and the wider Pacific region with leadership that engages with people and communities, respects partnerships, enhances excellence, and provides education and skills that promote sustainability through research with real-world impact and contributes to self-development.

1. POSITION DETAILS

Position : Director Marketing and Communications
Incumbent :
Division : Division of Marketing and Communication
Department : Administration
Location : Nasinu Campus
Reports to : Vice Chancellor through PVC Corporate Services

2. PURPOSE

The Director of Marketing and Communications is a senior leadership role responsible for defending, promoting, and advancing the reputation of the University by leading, developing and delivering the marketing and communications strategies that will build the FNU brands and raise awareness of its activities across the nation, the region and the world.

3. ORGANISATION CHART

Position of Your Immediate Supervisor: Pro Vice Chancellor Corporate Services

In the table below write down the positions reporting to you (if any). For each of those positions, indicate the number of staff reporting to them.

Positions Reporting To You	No Of Staff Reporting To Them
5	TBC

4. KEY ACCOUNTABILITIES

Develop and implement, evaluate and refine a strategic marketing and communications plan that will enhance the reputation of FNU in Fiji, the region and internationally. Clear goals and metrics will be established that address a variety of target audiences and ensures appropriate brand positioning on multiple levels.
Manage key issues relating to media relations and crisis management and assume the role of spokesperson for the university. With overarching responsibility for championing university communications, the Director of Marketing and Communications will align communications to support key strategies including international, community relations, government relations, recruitment and retention, community engagement and research.
Direct, analyse and disseminate market research which may include audience analysis and survey development; to constantly monitor and measure marketing results to ensure that marketing goals and targets are achieved.
Create multiple tools and tactics to increase brand recognition and heighten the reputation of FNU.
Manage and monitor the University's web presence from a communications and reputation management perspective, ensuring that web tools are consistently managed and leading edge to engage the student body nationally and internationally. The Director will be responsible for managing communication and marketing initiatives through the social/digital platforms ensuring that they are current in theme and that all messages are verified before publications.
Lead the design and production of specialist publications, communications, and marketing tools utilising the University communications team as well as external agencies.
Oversee the budgeting process and expenditure of the Division of Marketing and Communications; deliver marketing and communications activities within established budgets, identifying and seizing opportunities to increase value for money at all times.
In consultation with the community and its leaders, establish and maintain marketing and communications brand governance, capable of guiding the ongoing evolution of information through community input, balanced evaluation of options and consensus-based directions.
Create and manage a range of materials in support of executive visibility, focusing on presentations, speeches, and other leadership activities.
Develop and manage the University event and visibility calendar for selected executives ensuring coordination with the corporate relations/ alumni office to support university engagement and advancement goals.

**FIJI NATIONAL UNIVERSITY
JOB DESCRIPTION**

Review international best practice in university marketing and communications, and maintain a breadth of knowledge about current trends, emerging issues and opportunities in higher education and industry that inform future communication and marketing strategies.
Build and develop the Division of Marketing and Communications to meet the service expectations of the community, with appropriate skills and capacity, talent, and succession management. Develop and empower team members, creating a workplace that is rated as outstanding by members of the profession.
Lead the capability development of the Marketing and Communication community across the University in order to drive a consistently high benchmark.
Develop and maintain a policy framework for marketing and communications that ensures coherent, University-wide branding and messaging in support of FNU's recruitment strategy.
Determine a strategic set of vendor, partner, and institutional relationships to enhance the internal workforce, create value and take advantage of co-branding opportunities.
Develop an organisation-wide reputational risk management strategy as well as specific strategies in support of the university's advancement, industry engagement and international engagement goals.
Provide regular updates on the effectiveness of marketing and communications strategies to Senior Leadership and the Council, as required.
General duties and responsibilities The general duties and responsibilities of a Director in the University are: - Administrative duties relating to all matters that the membership of a University entails, including School/Division/University-wide activities. - General responsibility to undertake all other duties as directed by the Vice-Chancellor.

5. KEY CHALLENGES

- Ensuring confidentiality of information and managing key issues relating to media relations and crisis management especially when dealing with misinformation.
- Decision making in an environment of high level of ambiguity and resistance Heads of Colleges/Divisions to accept change
- Ensuring conformity in implementation of policies and processes in an organisation with diversity in people and organisational culture.

6. AUTHORITY LEVEL

Operating Expenditure	: As per the Scheme of Financial Delegation Policy
Capital Expenditure	: As per the Scheme of Financial Delegation Policy
Others	: As per the Scheme of Financial Delegation Policy

7. QUALIFICATION & EXPERIENCE

Essential:

- Master's qualification in Marketing, Communications, Journalism, or relevant discipline OR
- Postgraduate Diploma or equivalent in Marketing, Communications, Journalism, or relevant discipline OR
- Bachelor's Degree in Marketing, Communications, Journalism or relevant discipline

Experience:

- Applicants with Master's qualification must have a minimum of 10 years of relevant professional experience in marketing, communications, or journalism, including demonstrated experience in strategic planning, brand management, public relations, and media engagement, of which at least 3 years must be at a managerial or leadership level in a large and complex organization.
- Applicants with Postgraduate Diploma or equivalent qualification must have a minimum of 14 years of relevant professional experience in marketing, communications, or journalism, including experience in developing and implementing integrated communication strategies and managing teams, of which at least 3 years must be at a managerial or leadership level in a large and complex organization OR
- Applicants with Bachelor's qualification must have a minimum of 17 years of relevant professional experience in marketing, communications, or journalism, including experience in brand promotion, stakeholder engagement, and media relations, of which at least 3 years must be at a managerial or leadership level in a large and complex organization.

Demonstrable experience in providing outstanding organisational leadership, including:

- The capacity to develop and implement strategy and to initiate and implement change in a complex, multicultural environment.
- The ability to identify and assess appropriate opportunities and partnerships to strengthen the resource base and reputation of the University.
- Experience in effective management of financial and human resources, including staff planning, recruitment and performance management and a sound knowledge of business principles.
- The capacity to work across organisational boundaries to achieve agreed corporate outcomes.

Desirable:

- Professional qualifications commensurate with an executive-level appointment that will command respect

and credibility in a national university, as well as with the University's stakeholder community (including the Fiji Higher Education Commission, key government ministries, employers and the Fiji National University Students' Association) will be an advantage.

8. KNOWLEDGE & SKILLS

- **Leadership:** Demonstrates an effective, culturally sensitive leadership style that addresses the challenges of the role whilst promoting the values and culture of a university.
- **Planning:** Experience of developing strategic and operational plans and demonstrable success in implementing such plans, with evidence of evaluation and corrective action as necessary.
- **Influencing and networking:** Demonstrable ability to influence the decisions, actions or perceptions of others. The ability to build collaborative networks and deep collaborative links with key stakeholder groups in a multicultural environment.
- **Communication:** Exceptional written and spoken communication skills, including the ability to organise and present information, views and concepts in a concise, understandable, interesting and culturally-aware format for a variety of audiences, in a way which ensures that staff and stakeholders are consulted and well-informed.
- **Knowledge of tertiary education:** An understanding of contemporary tertiary education issues and the implications of these on portfolio responsibilities and more broadly for the management of universities. A demonstrable commitment to the importance of both TVET and higher education.

9. WORKING RELATIONSHIP

INTERNAL	Frequency
Department Managers and staff	Daily
University Academic and Support staff	Daily
EXTERNAL	Frequency
• Internal/External Auditors • Financial Institutions • Government Ministries • FHEC	As and when required

10. JOB DESCRIPTION AND VARIATION OF EMPLOYMENT CONDITIONS

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It is acknowledged and agreed that from time to time as result of the evolving needs of the employer, the Employee may be required to upgrade his/her qualifications and/or to alter the position or role tasks that are to be carried out. Such alterations shall not be deemed to be a variation of this job description or a breach of its terms providing the substantive nature of the employment remains consistent with the parties' intention at the time of contracting.