

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 partnership, 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: Manager Public Relations & Communications

Grade: 7

Incumbent:

Division: Marketing and Communications

Department: Public Relations and Communications

Location: Nasinu Campus

Reports to: Director Marketing and Communications

2. PURPOSE

The Manager Public Relations and Communications (MPRC) will conceptualise, plan and implement the University's internal and external communications. The MPRC will ensure consistent and clear communication in alignment with FNU's mission and values.

This role will play a key part in supporting the University in meeting ambitious targets around student recruitment and reputation management. The post holder will have direct management responsibility for all aspects of service enhancement and delivery for PR and internal communications functions of CDM. They will provide expert advice and support to senior colleagues and develop good practice through learning from exemplar organisations.

The incumbent will report to the Director of Marketing and Communications and provide support to him/her in accomplishing the Communications and Public Relations Strategy of the University.

3. ORGANISATION CHART

Position of Your Immediate Supervisor: **Director Marketing and Communications.**

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
Public Relations and Communications Consultant x 1	3
Public Relations and Communications Specialist x 3	0

4. KEY ACCOUNTABILITIES

Communications Strategy and Annual Communications Plans
<ul style="list-style-type: none"> • Develop and deliver internal and external communication strategies and media schedules that support departmental and University objectives and that maximise national and regional media coverage and reputation growth. • Manage the development of media plans to raise the profile and build the reputation of specific Colleges, Schools and Departments regionally, nationally and internationally. • Lead the planning and delivery of bespoke PR campaigns and events, such as press conferences and media visits, as required. • Position FNU as a credible and high value contributor to ongoing and emerging national conversations about skills development, livelihoods and national workforce planning. • Identify opportunities and risks for the PR team to work with the Marketing, Outreach and Digital Media teams in creating multi format content such as video and audio. • Scan digital media for early identification for threats and opportunities for the University. • Provide expert PR support and advice in crisis communications scenarios and oversee the PR and Internal Communications team's effective handling of issues that may impact the University's reputation, including preparedness / contingency planning. • Establish Communications Committee. • Facilitate University wide Committee to deliberate on Communications/PR plan/campaign and develop TOR for the committee. • Provide guidance and monitor College/Campus campuses communications plan implementation Committee formed and formalized. • Advice/assistance provided to College/Campuses. • Prepare comprehensive report on Communications Plan and PR planners, ensure implementation. • Represent the external communications function of the University with relevant industry bodies and Ministries, as appropriate. • Promotes and attends special events and functions; promotes and reports on corporate milestones and activities such as company goals and projects; new products or services; community service activities; and new hires, promotions, and retirements. • Build the FNU corporate image by developing and executing effective media and public relations, including press releases & positive PR to consistently grow the FNU brand and image. • Perform the Moderator/Presenter role during official FNU events such as Open Days/Enrolments drives, and any other special events designated.

Publications & Media relations

- Review current publications, Newsletters, media promotions and releases and advise improvements/changes.
- Oversee and direct publications & media relations activities.
- Oversees and produces, from concept to completion, a broad array of digital and/or print promotional and communication materials for the organization.
- Prepare and disseminate media releases for FNU.
- Organise bi-annual media event to foster good relations with the media.
- Developing relationships with key media to secure and grow media coverage both online and offline.
- Monitoring press stories relating to the University and its brand and maximising opportunities for positive PR and playing down any negative PR.
- Build excellent links with journalists and editors locally, regionally and internationally on behalf of the University.
- Build excellent relationships with internal stakeholders to support high levels of engagement with PR, internal communications and marketing activities.
- Provide leadership within the DMC office and work closely with senior staff across the University to shape and communicate key corporate messages.
- Work with key stakeholders across the institution to ensure consistency and effectiveness of internal communications.
- Arranging media interviews and coverage of University activities.
- Secure talkback shows for the University Campaigns
- Content creation such as video script for campaigns, talk back shows.
- Provide editing support to the FNU communications team for academic, non-academic contents, and support corporate engagement activities, when necessary

Media Monitoring

- Monitor the exposure / coverage of FNU by the media. Highlight any negative coverage/chatter about FNU.
- Monitor online platforms and submit quarterly reports.
- Submit weekly PR activities list.
- Lead the PR Team to ensure that the University responds appropriately, quickly and effectively to incoming media enquiries at all times to maximise positive coverage and minimise reputational risk.
- Manage processes and systems for media monitoring, analysis and reporting.
- Ensure individuals representing the University in the media are briefed appropriately and manage a programme of media training and support for University staff.

Management of Resources

- Budget planning for PR and Communications

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<ul style="list-style-type: none"> • Manage equipment of PR and Communications Team • Oversee provision of internal communications resources to support routine activities and key campaigns [FNU PR] • Develop a system for sharing content with DMC office and the University such as guidelines, and procedures. • To proactively coach and lead the PR and Internal Communications Team to ensure that they have the appropriate skills to deliver the role and that consistently high standards and process improvements are delivered across the whole team. • Ensure the sectional annual plans are developed and provide support towards the development of individual plans for improved performance of staff support any other project or task assigned to you.
Public Relations trends and best practices
<ul style="list-style-type: none"> • Stay current with public relations trends and best practices relevant for a University • Up to date with Communications best practices • Keep up to date on news stories and current affairs affecting the Fiji National University and the wider higher education sector. • Implement new initiatives and best practices in communications. • New initiatives and best practices implemented.
Support to Director and Senior Leadership Team [SLT]
<ul style="list-style-type: none"> • Script for VC's weekly Message. • Draft Talking points and scripts for University events. • Prepare briefs for VC, Director, and SLT on marketing and communication activities for internal and external use. • provide expert communications advice and support to the University's Incident Management Team when required. • Support any other duties and cross-divisional projects assigned.

5. KEY CHALLENGES

- The ideal individual will have the ability to exercise good judgment in a variety of situations.
- The incumbent can expect to be allocated duties, not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this level; and
- The incumbent is expected to be collaborative, flexible and willing to assist others during peak periods and absences, as required.

6. AUTHORITY LEVEL

- Operating Expenditure :.....
- Capital Expenditure :.....
- Others :.....

7. QUALIFICATION AND EXPERIENCE

- Postgraduate Qualification in Journalism, Communications, media studies, literature, and language or a relevant field with 6 years of professional experience in media, PR or communications field, with a minimum of 2 years of senior communications leadership experience.
- Or a Bachelor's degree in Journalism, Communications, media studies, literature, and language or a relevant field with 7 years of relevant work experience with a minimum of 2 years of senior communications leadership experience.
- Must clearly demonstrate ability to write accurate and newsworthy media releases, articles and speeches on a wide variety of subjects.
- Experience in developing and implementing media, advocacy or PR campaigns.
- Extensive experience implementing operational plans.
- Proven track record designing and executing successful public relations campaigns at both a community and national level.
- Strong relationships with both regional and national business and industry media outlets.
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews.
- Experience in presenting to a wide range of audiences.
- Managing a team successfully and planning professional and skills development for a team.

8. KNOWLEDGE & SKILLS

- Excellent command of the English language.
- Must be fully equipped to answer questions on partner/relevant external organisations other than FNU whilst ensuring an appropriate level of professionalism is always maintained.
- Must be able to provide talks/presentations on any subject related to higher education application and to any potential audience when requested.
- Ability to work calmly under pressure and within a small dynamic team.
- Excellent interpersonal and networking skills.
- Ability to manage a complex workload and work to tight deadlines.
- Standard office ICT skills, including social media.

9. WORKING RELATIONSHIP

INTERNAL	Frequency
Marketing and Communications Staff	Frequent
Colleges	Frequent
Academic Office	Frequent

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OVC	Frequent
Finance	Frequent
Other Support Services	Based on events / assistance

EXTERNAL	Frequency
Media Partners	Frequent
Government Departments	Frequent
Secondary Schools	Frequent
Local/regional/international stakeholders	Frequent

10. JOB DESCRIPTION AND VARIATION TO EMPLOYMENT CONDITIONS

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.