

FIJI NATIONAL UNIVERSITY
JOB DESCRIPTION



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 : Public Relations and Communications Specialist
Grade : 5
Incumbent :
Division : Marketing and Communications
Department : Public Relations and Communications
Location : Nasinu Campus
Reports to : Director Marketing and Communications through Manager Public Relations and Communications

2. PURPOSE

The Public Relations and Communications Section within the Marketing and Communications Office uses a wide range of media platforms to build, strengthen and sustain an excellent image of the University and its brand through planned and regular publicity campaigns and PR activities.

The Section maintains close working partnerships with all media organisations (local and international) to provide FNU with consistent positive exposure with the aim to strengthen its image, promote and highlight achievements of staff and students and activities undertaken by the university in the community, national, regional and international levels.

The purpose of this position is to assist in the internal and external promotion of the University through timely and strategic media and public relations campaigns, activities and events at local and international levels. S/he will also be involved with crisis management when dealing with negative publicity on behalf of the university.

3. ORGANISATION CHART

Position of Your Immediate Supervisor: **Senior Public Relations and Communications Specialist**

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
N/A	N/A

4. KEY ACCOUNTABILITIES

Media Liaison
- Maintain and update the Directory of representatives from local, regional, international media and key stakeholders including but not limited to NGOs, High Commissions, Educational Institutions (local and regional) to proactively inform them of developments, activities, events etc at FNU. - Respond and organise promptly to requests for information by the media or relevant key stakeholders. - Organise interviews with media and coverage of University activities and events. - Monitor the exposure/coverage of FNU by the media. Capture this in a weekly report. Immediately report any negative coverage/chatter about FNU in media, social media and other spaces to the immediate supervisors and or Division Head. Devise and execute plans to correct/contain/minimize the negative impact/misinformation. - Write, edit and distribute various types of content, including material for a website, press releases, marketing material and other types of content that take the message to the public - Assist the team with crisis management
Events Coverage
- Coordinate event coverage to highlight ongoing developments at the University. - Write news articles on events that take place at the University and/or FNU related matters - Take photos and interviews at important FNU events for Press Release. Maintain an updated archive of all images and videos to be used when required for FNU's marketing and promotional activities. - Produce regular articles (at least 5 per week) for the FNU website and Press Releases through coverage of university events/activities, interviews, transcribing statements/speeches etc. - Ensure all PR produced materials must be achieved properly on SharePoint Drive. - Ensure all equipment used for FNU related jobs is handled properly as per the University guidelines. - Participate in all FNU official events such as Open Days/Enrolments drives, and other special events designated
Publication (FNUNIKUA/eNews/Annual Report/Website)
- Contribute and coordinate the production of the FNUNIKUA through well-written articles and photography support. - Liaise with academic, administrative and support staff as well as other relevant stakeholders on matters relating to the newsletter. - Contribute and coordinate the publishing of the eNews through the collation of selected PRs/photos and other materials needed for the e-bulletin. - Ensure the timely dissemination of both the FNUNIKUA and eNews to targeted audiences including through social media platforms. - Maintain and update email addresses of stakeholders' distribution list to receive the FNU Publications - Collate information for the University Annual Report, dispatch and liaise with the Ministry. Maintain distribution list. - maintain and update FNU-related information on the organisation's website
Internal Information Dissemination (FNUPR)
- Ensure the timely dissemination of FNU notices to the wider University community via FNU PR to all staff and students - Ensure that the FNU PR policy and other professional editorial principles are applied when circulation of emails to staff and students. - Provide advice and assistance to FNU staff relating to the use of FNU PR. - Liaise with ICT to ensure that contacts listings are of staff/students are up to date - Support other duties and cross-divisional projects assigned

PR Planning and Campaigns
- Prepare and plan PR campaigns for specific events such as but not limited to Enrollment Drive, Graduations, Open Day etc. - Ensure the plan is followed by team members and PRs disseminated as per plan. - Ensure the Press Releases are also shared via the university website and Social Media platforms through tailor-made posts. - Contribute to Social Media campaigns with appropriate write-ups and pictures including important international dates. - Regularly update PR Planner - Produce Digital PR content for all social media/Website and online platforms of FNU - Will liaise with Colleges for all PR & Comm requirements and produce content to ensure the Colleges & University programmes and details are promoted and captured to the fullest -
Writing Proficiency
- Contribute and compile information for reports, annual plans, university papers and other important documents. - Write and compile speeches for university and important stakeholders. - Proficient in creative writing including scripting for publications/advertisements on all platforms radio/tv/newspaper/social media/magazine etc. - Liaise with colleagues/stakeholders (internal and external), research to collate the information.

5. KEY CHALLENGES

- The ideal individual will have the ability to exercise good judgment in a variety of situations that may arise daily.
- Make collaborative decisions with immediate supervisors and Division Heads, on important Public Relations, Communications and other related matters.
- Ensuring conformity in the implementation of policies and processes in an organisation with diversity in people and organisational culture.
- Working in a fast-paced environment.

6. AUTHORITY LEVEL

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

7. QUALIFICATION AND EXPERIENCE

Essential

- A Bachelor degree from a recognised university, in a relevant field preferably journalism, communications, media studies, literature and language.
- At least three years of relevant work experience in a similar position dealing with media and public relations and or with similar experience working in a media organisation.
- Must clearly demonstrate the ability to write accurate and newsworthy media releases, articles and speeches on a wide variety of subjects, handle crisis management, ability to plan and lead campaigns and work independently.

8. KNOWLEDGE & SKILLS

- Ability to translate text-heavy documents or information into user-friendly visual materials.
- High level of communication (oral and written English), interpersonal, analytical and negotiation skills;

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- High-level computer literacy skills, including good working knowledge of Microsoft Office programs, electronic mail and the internet. Experience in making and using PowerPoint presentations. Knowledge on using appropriate softwares such as Canva etc is an added advantage;
- Proficient in taking quality photos and videos using professional cameras;
- Innovative, Creative and Hardworking;
- Understanding of the digital and other media landscapes in the Pacific.
- Knowledge and experience in using, monitoring and reporting on a range of social media platforms and developing social media audiences;
- Must have attention to detail with an uncompromising commitment to accuracy and quality;
- Good presentation skills;
- Ability to prioritise and plan effectively;
- Proven ability to multi-task;
- Highly resourceful and good team player;
- Setting high standards of performance and assuming responsibility and accountability for successfully completing all assigned tasks;
- Capable of working after hours and during the weekends when the need arises; and
- Ability to deal with sensitive information in a confidential manner.

9. WORKING RELATIONSHIP

INTERNAL	Frequency
Marketing and Communications Staff	Frequent
Colleges	Frequent
OVC	Frequent
Other Support Services	Based on events / assistance

EXTERNAL	Frequency
Media Organisations	Frequent
Government Departments	Frequent
Secondary Schools	Frequent
Supply Vendors	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.