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| **APPROVED JOB GRADE:** |  |
| **DATE LAST REVIEWED:** |  |

Job Title: **Corporate Communications Executive**

Department: **Public Relations**

Title Of Immediate Supervisor: **General Manager**

Title Of Direct Subordinate(s): **Receptionist**

# Overall Job Purpose

The position exists to raise the profile of the Corporation to its target markets, to protect and enhance its reputation in key areas of strength, and maintain, develop and improve systems of effective communication consultations and relations management initiatives with all stakeholders.

# Main Duties and Responsibilities

* Formulates and implements public relations and corporate brand strategies
* Fosters strategic relationships at a senior level within all key stakeholder groupings
* Manages and enhances the Corporation's reputation by positively and proactively raising its profile
* Designs, executes and evaluate integrated marketing communications to ensure consistency of brand messaging and standards across all communication channels
* Oversees development of marketing collateral, website content and media placements
* Manages and monitor PR service providers
* Designs and implements CSR programmes
* Prepares and manages the Corporation’s PR budget
* Provides coaching and mentorship to subordinate(s)

***What decisions do you make without necessarily consulting your Supervisor/Manager?***

* Decides on PR tools to use for effectiveness
* Decides on media channels to use
* Decides on type and quality of marketing collateral
* Decides on responses to external stakeholders

# Supervision Received

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| --- | --- |
| **Method of Checking** | **How Frequent** |
| **Meeting** | Weekly/ Ad hoc when necessary |
| **Report** | Monthly and immediately for special activities |
| **Meeting** | Quarterly performance review |

# Supervision Sent

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| **Subordinate** | **Method of Checking** | **How Frequent** |
| **Receptionist** | Feedback checks through internal staff | Monthly |
|  | Ad hoc meetings/calls | When necessary |

# Problem Solving

* Managing difficult stakeholders
* Crisis planning
* Ensuring compliance with the MMCZ Communication and Donations policies
* Media management
* Ensuring compliance with PR budget

# Minimum academic qualifications required

# B Sc. in Communication, Public Relations, Marketing or Social Sciences

# Minimum professional qualifications required

* Institute of Public Relations of Zimbabwe
* Marketers Association of Zimbabwe

# Experience required (in years)

* At least 5 years experience at a senior level

# Soft Skills

* Must be an excellent communicator (both written and oral)
* Must be a strategic thinker
* Must have attention to detail
* Must have ability to build networks
* Must be good at time management
* Must be agile/ adaptable
* Must be a team player
* Must have composure and emotional intelligence
* Must have strong presentation skills

# Technical Skills

* Must have ability ability to formulate, manage and implement strategy
* Must have strong stakeholder management skills
* Must have good budgeting skills
* Must have solid events coordination skills

**CONFIRMATION OF JOB DESCRIPTION**

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**Agreed by Incumbent (Name) (Signature) Date**

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**Agreed by Supervisor (Name) (Signature) Date**