



## **TERMS OF REFERENCE**

### **POSITION: CORPORATE COMMUNICATION OFFICER – GRADE 6**

Division: Corporate Communications and Marketing

Department: Office of the CEO

### **Background**

The Corporate Communications and Marketing Division plays a crucial role in facilitating effective communication and engagement with stakeholders to promote integrity and transparency. These efforts enhance the Commission's visibility and reputation while building trust with various stakeholders. According to Section 4(2) of the Electoral Act (Act 5 of 2014), the ECN is required to establish and maintain collaboration with political parties, the media, and the public. The Commission's communication efforts focus on informing and educating the electorate and the general public about its various administrative and operational activities.

### **Primary purpose of position**

Reporting to the Deputy Director Corporate Communications and Marketing, the incumbent will provide input to the development of communication strategies, integrated stakeholder engagement strategies and marketing programmes, and subsequent implementation thereof in support of specific strategic objectives.

Under the supervision of the Deputy Director Corporate Communications and Marketing, works in collaboration with internal and external stakeholders to ensure that the brand remains relevant to stakeholders and that all initiatives support the brand promise and deliver institutional mandate.

### **Key Performance Areas**

- 1) Develop/Review and implement corporate communication strategies and policies that will enhance the image of the ECN.
- 2) Develop and carry out communication activities that engage and inform stakeholders, using appropriate tools to foster trust and confidence through effective communication.
- 3) Assist in the production and publication of integrated annual reports and performance assessment and post-election reports.
- 4) Participate in the design of a creative and effective Digital Strategy including content management for ECN's Social Media platforms and website.
- 5) Assist in identifying stakeholders needs and propose relevant engagement activities.
- 6) Consistently monitor media reports to effectively address misinformation and disinformation.
- 7) Respond to complaints and organisation issues from stakeholders and members of the public.

- 8) Write a variety of communications (e.g speeches, media releases, newsletters, advertorials, etc) for the purpose of keeping the media and public informed of the plans, activities/programmes, achievements and challenges of the ECN.
- 9) Coordinate the completion, printing and distribution of corporate information materials.
- 10) Assist and conduct research and utilise data in the analysis and evaluation of information for preparation of reports and presentations.
- 11) Organise and oversee corporate events (special events, trade shows/exhibitions and any other ad-hoc events).

### **Educational Qualification and Experience Requirements**

- 1) A relevant Bachelor's Degree in Communications/Public Relations/Media Studies/or Journalism.
- 2) A Public Relations or Communications accreditation with a recognised institution is a distinct advantage.
- 3) A minimum of three (3) years' experience in Corporate Communications or Journalism.
- 4) Knowledge and experience of Graphic Design programmes and Digital Media Management.

### **Skills and Knowledge Requirements**

- 1) Knowledge of integrated communication and marketing concepts.
- 2) Fluency in verbal and written English.
- 3) Knowledge and fluency of additional local languages would be a distinct advantage.
- 4) Good understanding and experience of elections and democratic processes
- 5) Computer literate and able to work on all Microsoft applications.
- 6) Knowledge of designing programmes (e.g Photoshop, InDesign, Illustrator, Adobe XD).
- 7) Journalistic, enquiring mind and excellent ability to interview.
- 8) Strong presentation and writing skills.
- 9) Ability to work weekends and after hours.
- 10) Ability to work methodically, meet deadlines and multitasking skills.
- 11) High level of confidentiality, conceptual thinking and analytical skills.
- 12) Attention to details.
- 13) Sound interpersonal and communication skills and ability to work on cross-functional teams.

### **Other**

- 1) Code B Driving License
  - 2) Willingness to travel frequently
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