

**Nigeria Extractive Industries Transparency Initiative (NETI)**  
**Job profile of Brand Team Leader**

<b>Title of the position:</b> Brand Team Leader	<b>Location of the job (Department &amp; Division):</b> Communication
<b>Number of subordinates:</b> 2 Direct Reports	<b>Reports to:</b> Director Communication
<b>Core purpose of the job</b>	
<p>Support the Director Communication in building a corporate image of the organization with the aim of ensuring the achievement of set objectives. Under the direction and guidance of the Communication Director, the position holder will ensure well articulated, target focused and cost effective corporate information and communication is disseminated to targeted recipients and in the most effective way. S/ he will develop and market strategies that will enable effective and cordial relationship between the organization and relevant stakeholders.</p>	
<b>Key performance area</b>	
<b>Core, essential responsibilities/ outputs of the position (KPA's)</b>	
<p><b>Role complexity:</b></p> <ul style="list-style-type: none"> <li>• Develop and ensure the implementation of corporate communication strategy, policies and procedure.</li> <li>• Define and ensure implementation of internal communication policies and procedures.</li> <li>• Manage cross-functional relationships with other stakeholders; Mass Media, Print Media, Consultants, Subcommittees, and CSOs</li> </ul>	
<ul style="list-style-type: none"> <li>▪ Develop and implement effective media/ public relations and crisis management systems and processes</li> <li>▪ Liaise with external branding consultants, as required to maintain and preserve the corporate image of the organization.</li> <li>▪ Define and implement standard policies and procedures to guide both internal and external information dissemination and ensure strict adherence to same</li> <li>▪ Assist in liaising with media and public relations agencies and ensure accuracy and consistency in all corporate external communications</li> <li>▪ Supervise the planning, organising and convening of public relations, corporate and social events e.g. press conferences, long service awards etc, for the organization</li> <li>▪ Assist in ensuring all corporate communications (internal and external) originating from the organization are in line with the corporate goals and objectives of NETI</li> <li>▪ Ensure the integrity of NETI's brand through national and international communications vehicles</li> <li>▪ Ensure timely and prompt development and implementation of the internal communication plan</li> </ul>	

**Supervisory Complexity:**

- Ensure strict adherence to defined corporate communication policies and procedures.
- Support and guide direct reports toward the achievement of their individual set objectives
- Monitor and evaluate the performance standards of direct reports.
- Access subordinates' training needs and ensure prompt bridging of identified gaps by recommending relevant training programs.

**Leadership Complexity:**

- Support and promote the implementation of corporate communication plan.
- Participate in promoting and encourage teamwork among subordinates.
- Motivate subordinates towards the attainment of goals.
- Develop subordinate's management skills through effective delegation of authority.

**Managerial complexity:**

- Provide clear guidance and direction in implementing corporate communication plan.
- Provide clear interpretation of the organization's brand image objectives as it related to the achievement of corporate objectives. Communication departmental goals and individual roles.
- Provide clear interpretation of other department's role in gathering and disseminating information within and outside the organization.
- Exhibit flexibility in changing circumstances.
- Identify and maximize subordinates' potentials.
- Manage and resolve conflicts.

**Creativities (improvement/ innovation inherent):**

- Continuously develop and manage most effective means of information dissemination.
- Proactively develop and monitor means of mitigating risk associated with corporate image.
- Effectively re-engineer existing processes to reflect industry standard
- Proactively identify and eliminate inefficiencies within the department
- Significantly up grade teams performance in line with the overall company strategy

**Vulnerabilities (control span)**

- External stakeholders

<ul style="list-style-type: none"> <li>• Civil society organization</li> <li>• Emotional staff/ customers</li> <li>• Service level defaults</li> <li>• Staff expectations not matching reality on ground</li> <li>• Interdepartmental dependencies</li> </ul>
<b>Collaboration</b>
<p><b>Responsibility towards:</b></p> <ul style="list-style-type: none"> <li>• <b>Direct report:</b> 2 Outreach and Brand Team Leaders</li> <li>• <b>Matrix report:</b> None</li> <li>• <b>Key customer:</b> General Public, CSOs, NSWG, Mass Media, Print Media, Company's staff and other stakeholders</li> <li>• <b>Key supplier:</b> Other Departmental Directors</li> <li>• <b>Relations:</b> Other departments/ units</li> </ul>
<b>Discretionary space</b>
<p><b>Independent thought and Judgment:</b></p> <ul style="list-style-type: none"> <li>• Audit Findings and report</li> <li>• Policy analysis outcome</li> <li>• Research outcome</li> <li>• Predetermined policies and procedures.</li> </ul>
<b>Minimum Requirements</b>
<p><b>Education:</b></p> <p>Master's degree in communications, journalism, public relation or any other related area, with demonstrated ability to manage external and internal multimedia communications in a large, complex extractive industries related project.</p>
<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• At least 8 years relevant experience, 3 of which should be at supervisory level.</li> </ul>
<p><b>Training:</b></p> <ul style="list-style-type: none"> <li>• Mass Media operation</li> <li>• Print Media operation</li> <li>• Editing</li> <li>• Video and audio media operation</li> <li>• Employee Performance Management</li> <li>• Relationship Management</li> <li>• Manpower planning and management</li> </ul>
<b>Competencies</b>

**Knowledge:**

- Familiar with both NETI and EITI's structure and workings.
- Excellent written, editorial and interpersonal communication
- Knowledge and connected to large network of media contacts
- Experience in developing and implanting social marketing strategies and policies.
- Experience with large scale media buying and placement
- Cross – cultural sensitivity and understanding of the political and ethical issues related to the Nigerian Extractive Industries
- Ability to supervise production of video, print and audio media content.

**Skills/ physical competencies:**

- Fluency in English, Pidgin English and any other one Nigeria local language
- Communication skills at all levels
- Interpersonal skills
- Analytical skills
- Process implementation
- Communication skills at all levels

**Behavioural qualities:**

- Multi tasking and excellent prioritization
- Quick thinking and seeing the bigger picture
- Effective delegation of authority.
- Good relationship management.
- Proactive identification and elimination of inefficiencies.
- Good work habit with minimal turn around time.
- Continual self and subordinate development.
- Goal and quality oriented

**General working conditions (e.g. shift work, specific tools, special clothing, environmental requirements, etc.)**

- Normal hours
- Travelling
- May be required to work extended work hours

**Quality Standards**

- Ensure effective dissemination of all relevant information to the affected parties
- Ensure effective mitigation of all communication risk
- Effective management of the corporate image of the organization
- Ensure the achievement of agreed KPI's

- Ensure strict adherence and implementation of the agreed terms between the organization and CSO as provided by the signed MOU

**Sign-off / Approval**

<b>Executive Secretary:</b>	<b>Staff:</b>	<b>HR Team Leader:</b>
<b>Date:</b>	<b>Date:</b>	<b>Date:</b>