

**Nigeria Extractive Industries Transparency Initiative (NETI)
Job profile of Director Communication**

Title of the position: Director Communications	Location of the job (Department & Division): Communication
Number of subordinates: 2 Direct Reports and 6 Indirect Reports	Reports to: Executive Secretary
Core purpose of the job	
<p>Under the direction and guidance of the Executive Secretary, the position holder will ensure well articulated, target focused and cost effective communication dissemination as relates to the achievement of the strategic goal of the Secretariat. Contribute in promoting the image of NETI and disseminating relevant findings from the annual audit to relevant stakeholders by coordinating all the activities of mass media, mid mass media, and IEC (Information, Education and Communication) outputs of the organization and oversees the design and production of all NETI mass media, mid mass media, and print. The position holder will also be required to provide Overall Management of the NETI Communications Strategy, including maintaining close relations with the National Stakeholders Working Group, the NSWG Communications Sub-Committee, Civil Society Organizations and wider stakeholders.</p>	
Key performance area	
Core, essential responsibilities/ outputs of the position (KPA's)	
<p>Role complexity:</p> <ul style="list-style-type: none"> • Develop and ensure the implementation of communication strategy, policies and procedure. • Define overall operational plan for the management of the day-to-day communication related issues. • Manage cross-functional relationships with other stakeholders; Mass Media, Print Media, Consultants, Subcommittees, and CSOs 	
<p>Task complexity:</p> <ul style="list-style-type: none"> • Provide overall direction and guidance on communication and public relation across the country. • Sharing collaborative case studies, Audit findings, issues, policy analysis result and other research that informs policy of critical issues in NETI's thematic areas in terms of transparency, accountability, service delivery and its design. • Development, implementation and monitoring of corporate communication plan Countrywide with the aim of achieving the NETI's set objectives. • Coordinate and act as the central communication point for national media 	

activities in NEITI.

- Act as media spokesperson in line with the aims and objectives of NEITI and the developed communication plans with the aim of ensuring optimal media exposure and proper information dissemination.
- Productive interaction with CSOs, advert agencies and other relevant stakeholder to deliver compelling messages to targets.
- Drafting professional communications materials, including press releases, information kits, workshop materials, talking points, speeches, brochures, scripts, and other related materials with the aim of achieving the set objectives of NEITI;
- Identifying and maintaining lists of relevant media contacts, editors, community leaders, other opinion leaders, industry contacts and government contacts;
- Managing the dissemination of information, organizing workshops, identifying participants and associated logistical needs;

Supervisory Complexity:

- Ensure strict adherence to defined communication policies and procedures.
- 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.
- Ensure adherence to communication best standards and practice within the overall organization.

Leadership Complexity:

- Provide clear direction and support to all internal and external communication by the organization.
- Promote 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 interpretation of the organizational communication goals and objectives as aligned to the NETI's corporate objectives
- Provide clear interpretation of the 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
- Civil society organization
- Emotional staff/ customers
- Service level defaults
- Staff expectations not matching reality on ground
- Interdepartmental dependencies

Collaboration**Responsibility towards:**

- **Direct report:** 2 Outreach and Brand Team Leaders
- **Matrix report:** None
- **Key customer:** General Public, CSOs, NSWG, Mass Media, Print Media, Company's staff and other stakeholders
- **Key supplier:** Other Departmental Directors
- **Relations:** Other departments/ units

Discretionary space**Independent thought and Judgment:**

- Audit Findings and report
- ETI Standards and guidelines

- Communication strategy
- Policy analysis outcome
- Research outcome
- Predetermined policies and procedures.

Minimum Requirements

Education:

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.

Experience:

- At least 10 years relevant experience, 3 of which should be at Top supervisory level.

Training:

- Mass Media operation
- Print Media operation
- Editing
- Video and audio media operation
- Employee Performance Management
- Relationship Management
- Manpower planning and management

Competencies

Knowledge:

- Familiar with both NETI and ETI'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

Executive Secretary:	Staff:	HR Team Leader:
Date:	Date:	Date: