

NIGERIA EXTRACTIVE INDUSTRIES TRANSPARENCY INITIATIVE
Media Relation Officer Job Profile

Title of the position: Media Relations Officer	Location of the job (Department & Division): Communication Department
Number of subordinates: N/ A	Reports to: Brand Team Leader
Core purpose of the job	
<p>Within the context of NETI's Communication Strategy; use media, press and other means of communication to disseminate relevant information to targeted stakeholders in order to promote transparency and accountability within the extractive industries in Nigeria. The position holder will also be required to build the capacity of relevant stakeholders to understand technical and policy issues within the extractive industries.</p>	
Key performance area	
Core, essential responsibilities/ outputs of the position (KPA's)	
<p>Role complexity:</p> <ul style="list-style-type: none"> ➤ Information dissemination ➤ Report writing ➤ Developing case studies ➤ Writing/ developing policy briefing 	
<p>Task complexity:</p> <ul style="list-style-type: none"> • Publicize the practice and policy issues affecting the extractive industries sector in the country and pro-actively engage in the dissemination of relevant audit findings • Sharing collaborative case-studies, impact surveys and other research that informs policy of critical issues in extractive industries service delivery and its design • Writing policy briefings and case studies to guide key policy level actors towards improving transparency and effective revenue tracking in the extractive industries in Nigeria. • Building the capacity of CSOs and other relevant stakeholders in understanding, documentation and communication of the macro and micro economic issues pertinent to the sector. • Managing the process of identifying, segmenting and targeting specific groups/ audiences with particular strategies, messages or training programmes through various media and interpersonal channels, traditional and non-traditional. 	

<ul style="list-style-type: none"> • Managing information and public affairs activities, such as lobbying with decision makers through personal contacts and direct mail; holding seminars; rallies and news-making events; ensuring regular newspaper, magazine, television and radio coverage and obtaining endorsements from popular people. • Creating a social movement for national call for transparency within the extractive industries, by mobilizing media to support and disseminate relevant information for the achievement of same cause.. • Support in translating/ making audit findings understandable to the general public • Any other duty as may be required by the brand team leader
Supervisory Complexity: <ul style="list-style-type: none"> • None
Leadership Complexity: <ul style="list-style-type: none"> • None
Managerial complexity: <ul style="list-style-type: none"> • None
Creativities (improvement/ innovation inherent): <ul style="list-style-type: none"> • Design and develop creative means of passing information to the targeted audience • Significantly up grade self performance in line with the overall company strategy • Develop creative ways of building the capacity of relevant stakeholders

Vulnerabilities (control span) <ul style="list-style-type: none"> • Strategy documents • Policies and Procedure violation • Brand image of the organization
Collaboration
Responsibility towards: <ul style="list-style-type: none"> • Direct report: None • Matrix report: All departmental Heads • Key customer: CSOs, General Public • Relations: Other departments/ units
Discretionary space
Independent thought and Judgment: <ul style="list-style-type: none"> • Predetermined policies and procedures. • Development of operational policies, guidelines and quality control • Audit standard and best practise
Minimum Requirements
Education: <ul style="list-style-type: none"> • Graduate degree in development studies, public policy & social administration;

<p>international relations; development economics or journalism</p> <ul style="list-style-type: none"> • Knowledge of research methodologies and policy/ technical issues in the extractive industries • Understanding of the role of communication in development and ensuring transparency.
<p>Experience:</p> <ul style="list-style-type: none"> • At least 5 years relevant experience, 2 of which should be at similar role.
<p>Training:</p> <ul style="list-style-type: none"> • Communication management • Social marketing • Capacity building • ICT skills
<p>Competencies</p>
<p>Knowledge:</p> <ul style="list-style-type: none"> • Understanding of technical, social and institutional issues relating to the extractive industries reform initiatives • Knowledge of communication and profile rising. • Knowledge of writing coaching and support. • Experience of managing communication and advocacy projects and working with media. • Experience of involvement in carrying out international research projects. • Experience of implementing through, and working with, partner organizations in an advisory capacity • Experience in advocacy and communication planning. • Experience in training needs identification and planning • Publication of at least one book, journal article or newspaper article
<p>Skills/ physical competencies:</p> <ul style="list-style-type: none"> • Excellent oral and written communication skills. • Analytical and research skills • Good numeracy skills. • Facilitation and negotiation skills. • Computer literate • Written and spoken English language.
<p>Behavioural qualities:</p> <ul style="list-style-type: none"> • Sensitivity

<ul style="list-style-type: none"> • Diplomacy • A can do attitude • Communication skills, both for a professional/ specialist and lay audience. • Public speaking skills • Articulate with above average presentation skills • Team player 		
<p align="center">General working conditions (e.g. shift work, specific tools, special clothing, environmental requirements, etc.)</p>		
<ul style="list-style-type: none"> • Normal hours • Office environment • Will be required to conduct off site visits • May be required to work extended work hours • Entails a lot of travelling 		
<p align="center">Quality Standards</p>		
<ul style="list-style-type: none"> • Ensure right information reaches the targeted audience • Ensure safe guarding brand image of the organization • Ensure relevant stakeholders have the required skills and knowledge to understand audit findings 		
<p align="center">Sign-off / Approval</p>		
Executive Secretary:	The staff:	HR Manager
Date:	Date:	Date: