

Nigeria Extractive Industries Transparency Initiative (NEITI)
Outreach Team Lead

Title of the position: Outreach Team Leader	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 Communication Director, the position holder will manage all aspects of NEITI's external strategic relationship with Government, Media and Civil Societies with the aim of achieving NEITI's strategic objectives. The position holder will ensure timely and prompt development and implementation of the external communication plan, supervise the planning, organizing and convening of public relations, corporate and social events e.g. press conferences, news briefings, media interviews, handling media queries, preparing news release and media kits, story lines, briefing notes and so on, for the organization.</p>	
Key performance area	
Core, essential responsibilities/ outputs of the position (KPA's)	
<p>Role complexity:</p> <ul style="list-style-type: none"> • Media Relation Development and Management • Civil Society relationship building and Management • Government Relationship development and Management • Develop and ensure the implementation of relationship development and management strategy, policies and procedure. • Manage cross-functional relationships with other stakeholders; Mass Media, Print Media, Civil Societies, Government and the General Public 	
<p>Task complexity:</p> <ul style="list-style-type: none"> • Developing and strengthening partnerships among sector stakeholders, government departments and General public and Civil Societies for effective collaboration and co-ordination • Take lead role in developing, implementing and evaluating corporate strategy of developing and managing strategic relationship. • Take a lead role in delivering on NEITI's strategic responsibility of sharing collaborative case studies, Audit findings, issues, policy analysis result and other research that informs policy of critical issues in NEITI's in terms of transparency, accountability, service delivery and its design within the Extractive Industries to the general public. • Ensure that NEITI benefits from all the strategic relationship it developed, by 	

reviewing periodically the essence of each relationship and milestone achieved.

- Coordinate and act as the central communication point for national media, public relation, and civil society's activities in NETI.
- Act as media spokesperson in line with the aims and objectives of NETI and the developed communication plans with the aim of ensuring optimal media exposure and proper information dissemination.
- Develop and ensure productive interaction with Civil Societies, Government agencies, advert agencies and other relevant stakeholder to deliver compelling messages to targets.
- Support in 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 NETI;
- Take a lead role in identifying and maintaining lists of relevant media contacts, editors, community leaders, other opinion leaders, industry contacts and government contacts;
- Support the dissemination of information, organizing workshops, identifying participants and associated logistical needs;

Supervisory Complexity:

- Ensure strict adherence to defined strategic relationship building and management 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 external relationship building, and management.
- Lead in promoting corporate image of the Organization to the external society.
- Promote and encourage teamwork among subordinates.
- Motivate subordinates towards the attainment of goals.

<ul style="list-style-type: none"> • Develop subordinate's management skills through effective delegation of authority.
<p>Managerial complexity:</p> <ul style="list-style-type: none"> • Provide clear interpretation of NETI's strategic relationships goals and objectives as aligned to the NETI's corporate objectives • Provide clear interpretation of the Unit's goals and individual roles. • Exhibit flexibility in changing circumstances. • Identify and maximize subordinates' potentials. • Manage and resolve conflicts.
<p>Creativities (improvement/ innovation inherent):</p> <ul style="list-style-type: none"> • 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 Unit. • Significantly up grade teams performance in line with the overall Organizational strategy

<p>Vulnerabilities (control span)</p> <ul style="list-style-type: none"> • External stakeholders • Civil society organization • Political environment • Interdepartmental dependencies
<p>Collaboration</p>
<p>Responsibility towards:</p> <ul style="list-style-type: none"> • Direct report: 3, Government, Public Relation and Civil Societies Officers • 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
<p>Discretionary space</p>
<p>Independent thought and Judgment:</p> <ul style="list-style-type: none"> • Audit Findings and report • Policy analysis outcome • Research outcome • Predetermined policies and procedures.
<p>Minimum Requirements</p>

Education:

Bachelor degree in communications, journalism, public relation or any other related area, with demonstrated ability to build and manage strategic relationships in a large, complex extractive industries related project.

Experience:

- At least 8 years relevant experience, out of which 3 years should be at supervisory level. Understanding of the role of advocacy work and communication in development.

Training:

- Relationship building and Management
- Advocacy and communication
- Networking
- Mass Media operation
- Print Media operation
- Employee Performance Management
- Relationship Management

Competencies**Knowledge:**

- Knowledge and understanding of both NEITI and EITI's structure and workings.
- Knowledge of the operation of public sector organizations
- 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:		
<ul style="list-style-type: none"> • 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.)		
<ul style="list-style-type: none"> • Normal hours • Travelling • May be required to work extended work hours 		
Quality Standards		
<ul style="list-style-type: none"> • Ensure effective dissemination of all relevant information to the targeted audience within the right time. • Ensure effective coverage • 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: