

ROLE DESCRIPTION



1. POSITION DETAILS

Position Title: Head of Communications

Position Holder: _____

Position Reporting to: Executive Director

Date Approved: _____

2. POSITION PURPOSE

Under the general direction of the Executive Director, the head of communication will lead the design and implementation of the communication strategy and manage a team of communications professionals.

3. KEY ACCOUNTABILITIES

OUTPUT 1: Develop and manage the communications strategy

- Develop and review communications strategy in line with the organisation's strategy.
- Develop and implement internal communications programmes.
- Ensuring monitoring and evaluation of the communications strategy.
- Support CW's campaigns.

OUTPUT 2: Manage media relations and monitoring

- Ensure systems and mechanisms exist for effective media relations and monitoring.
- Facilitate effective dissemination of information to the media.
- Facilitate a positive relationship between CW and the media.
- Ensure CW maintains high visibility in the media.

OUTPUT 3: Manage CW's digital platforms

- Develop a strategy for CW's website, social media, and community platforms.
- Ensure and monitor content production for the platforms.
- Identify or maintain effective monitoring tools for all digital platforms.

OUTPUT 4: Manage public education strategy

- Design and oversee the public education strategy
- Ensure production of material to support communications activities.

OUTPUT 5: Manage Service Providers

- Manage all service providers responsible for CW activities. E.g. advertising and marketing agencies, media monitoring agencies, etc

OUTPUT 5: Manage CW brand

- Develop a brand strategy
- Position, promote, and maintain public branding of CW

OUTPUT 6: Manage Communications staff

- Manage the performance of communications team (direct reports) to ensure that they are able to meet their performance objectives. This includes:
 - Setting performance scorecards annually
 - Providing on-going coaching and mentoring support
 - Reviewing performance
- Ensure that Corruption Watch has the relevant communications skills and meet its strategic objectives, including effective recruitment and on-going training and development

OUTPUT 7: Manage the Communications budget

- Prepare, together with Finance and Admin team, the annual budget for the Communications function.
- Monitor expenditure against budget on a monthly basis and act correctively where required.

4. DECISION MAKING

- Operate under the guidance of the Executive Director and the Board in terms of managing the strategy of the organisation.
- Attend content management meetings and when requested the Board meetings.
- Develop and approve necessary systems and processes of Corruption Watch.
- Develop, approve and implement policies and procedures which govern the operations of Corruption Watch's communications activities.

5. COMMUNICATION

WHO?	WHY?	HOW Often? *
Executive Director	Jointly manage the Corruption Watch operational and strategic environment	C
Management Team	Provide guidance and obtain feedback on progress	W
All Corruption Watch Staff	Provide guidance and disseminate information as necessary, to monitor organisational culture and to support staff	M
Media	Establish relevant relationships in order to establish mechanisms for CW to maintain high visibility.	C
Public	Support the brand equity of Corruption Watch, encourage and promote CW's theory of change, create activism amongst public	C

WHO?	WHY?	HOW Often? *
Donors	Finding donors to support CW budget requirements, build and maintain relationships	I
Government	Advocacy and policy influence	I

* C = Constantly
D = Daily

W = Weekly
M = Regular Monthly

S = Seldom
I = Intermittent but intense

6. POSITION INPUTS

Qualifications & Experience:

- A Masters degree in Business Administration; Public Policy; Communication or other
- At least three years in management
- 7-10 years experience in media or communication fields.

Knowledge:

- Knowledge of programme development and planning.
- Strong knowledge of Corruption Watch's policies and procedures
- Knowledge of the South African political and policy environment.
- Knowledge of media environment

Skills:

- Public relations, media liaison and advocacy skills.
- Strong verbal communication & interpersonal skills
- Leadership and diversity management skills
- Mediation and conflict resolution skills
- Good written communication skills
- Problem solving
- Effective use of resources
- Decision-making skills

Behaviours:

- Integrity
- Patience and ability to work under pressure
- Teamwork and cooperation
- Initiative
- Concern for quality and order
- Flexibility
- Customer services orientation
- Achievement orientation