

**The Fair Trading Commission is a tripartite body that is responsible for safeguarding the interests of consumers by enforcing the Utilities Regulation Act, Fair Competition Act and the Consumer Protection Act.**

**Position: COMMUNICATIONS CONSULTANT – on Contract**

The Communications Consultant will be contracted to manage strategic communications planning for both internal and external stakeholders.

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**DUTIES AND RESPONSIBILITIES:**

- Assists in designing, planning, and implementing a creative and effective communications strategy that includes issues and crisis management.
- Facilitates the flow of information between the Units within the FTC, which will be used to update social media platforms and ensure cohesive messaging that demonstrates the company's purpose, values and progress.
- Develops social media strategy and content, and oversees quality control of the FTC's website, intranet and social media platforms.
- Develops and manages internal communication activities using the most appropriate form of communication to update and involve all employees on the latest FTC News.
- Develops, reviews, and edits materials belonging to the FTC, including brochures, presentations, and other content for communication to internal and external stakeholders.
- Drafts speeches suited to the audience and communications platform, completing revisions according to the designated Executive's feedback.
- Coordinates the development, production, and editing of external communication materials (media releases, advertising, and public relations and public awareness materials such as flyers, bulletins, newsletters, presentations, and audio-visual aids) for distribution and publication.
- Plans and manages media interviews and conferences.
- Provides guidance on marketing budgets.
- Provides advice and guidance on stakeholder education and engagement strategies.

- Aligns all communications with overarching enterprise purpose and any other business as requested by the CEO.

#### **WORKING RELATIONSHIPS:**

Liaises with, among other stakeholders, senior managers, professional staff, contractors.

### **JOB REQUIREMENTS**

#### **EDUCATION & EXPERIENCE:**

- Bachelor's degree in Communications, Public Relations, Mass Communications or Journalism with a minimum of eight (8) years' experience working in strategic communications or a related field.
- or**
- Master's degree in Communications or Public Relations with a minimum of five (5) years' experience working in strategic communications or a related field.

#### **KNOWLEDGE:**

- Ability to produce relevant multi-media communications materials, including media releases, brochures, programme booklets, fact sheets, and newsletters
- Working knowledge of design and layout, and familiarity with professional graphics and layout software.
- Sound understanding of the elements of media production (scripting and storyboarding, directing and lighting, video editing and graphics, photography.) and the capacity to work with a producer.
- Strong organizational skills with proven ability to balance multiple projects with close deadlines.
- Proven ability to collaborate with teams and effectively manage internal relationships to accomplish goals.

**SKILLS & ABILITIES:**

- Proficiency in the use of Microsoft Office Suite, HTML, Adobe Photoshop CSS.
- Ability to use the internet for research purposes
- Ability to plan and organise under pressure
- Ability to establish and maintain effective working relationships with colleagues, government entities, members of the media, and the public.