

## JOB DESCRIPTION

POST DESCRIPTION		
1	<b>Ministry/Department: Office of the Ombudsman</b>	
2	<b>Job Title:</b> Communications and Media Officer	
3	<b>Salary Band &amp; Salary Range:</b> <b>Band K</b> <b>\$23,520 – 35,280</b>	<b>Post Number:</b> 1  <b>Location:</b> Nuku'alofa
4	<p><b><u>Purpose:</u></b> One of the main purposes of the Office of the Ombudsman is to carry out awareness and outreach programs within Government and its agencies and to the public at large. It is a proven fact that the more outreach programs that are carried out there is an increase in the number of complaints made to the Office. This role involves creating and implementing communication and media strategies that further our goals.</p> <p>The position is located under the CEO which provides</p> <ul style="list-style-type: none"> <li>• Coordination and Management of Outreach programs</li> <li>• Media management and coordination ;</li> <li>• Auditing and writing services;</li> <li>• Desk-top, web and print publishing services; and</li> <li>• Corporate communications planning services;</li> </ul> <p>The purpose of the position is to –</p> <ol style="list-style-type: none"> <li>i) Take the lead in organizing and leading the outreach efforts of the office. The role will includes developing various methods to communicate and educate stakeholders on the services the office can provide to the members of the public, government civil servants and public enterprises employees.</li> <li>ii) Draft, edit and ensure accuracy of the Office's publications and resources including brochures, newsletters, training materials and corporate documents such as the annual report, for print and electronic publication on the Office's website and other social media mediums.</li> <li>iii) Provide media assistance through monitoring the Office's media coverage and maintaining its media coverage library, assist with media management by assessing local newspapers or other media mediums on issues relevant to the role of the Office and if required to draft media statements for the Ombudsman. It may also contribute to other communication related activities as required.</li> <li>iv) Manage and coordinate all of the Office's internal and external communications functions with various stakeholders including the media, other agencies and Office of the Ombudsman's staff via media liaison, publications and effective use of resources including the Office's internet sites.</li> </ol>	
5	<b>Key Results Area</b>	<b>Performance Indicators</b>

<p>5.1</p>	<p><b><u>Planning</u></b></p> <ul style="list-style-type: none"> <li>➤ Develop plans for outreach activities</li> </ul> <p>Develop plans for media strategy activities for newspapers, television and radio</p> <ul style="list-style-type: none"> <li>➤ Produce and deliver outreach programs to external stakeholders</li> </ul> <p>Produce and deliver media activities to external stakeholders</p> <ul style="list-style-type: none"> <li>➤ Assist with revision of the Corporate Plan, Annual Management Plan, Quarterly Reports, Annual Report and the office Budget</li> </ul> <p>Provide advice and assistance in relation to the planning, preparation and production of Office of the Ombudsman’s publications and communications resources</p>	<ul style="list-style-type: none"> <li>• Monthly outreach events reporting</li> <li>• Monthly media events reporting</li> <li>• 90% accuracy, efficient and up to date</li> <li>• 90% timeliness, safe and secure</li> <li>• Valid input to the Corporate Plan, AMP, Quarterly Reports, Annual Report and the office budget</li> </ul>
<p>5.2</p>	<p><b><u>Organizing</u></b></p> <ul style="list-style-type: none"> <li>➤ Updating information to website and social media</li> <li>➤ Organize outreach events and activities</li> <li>➤ Organize media events and activities</li> <li>➤ Coordinate and edit all Office publications and resources relating to outreach and media programs</li> <li>➤ Organize OMB merchandise and promotional products</li> <li>➤ Develop materials to improve understanding of the Office of the Ombudsman in general</li> <li>➤ Develop media strategies to enhance the public’s knowledge about the Office of the Ombudsman</li> </ul>	<ul style="list-style-type: none"> <li>➤ 90% timeliness, clear and accurate</li> </ul>
<p>5.3</p>	<p><b><u>Leading</u></b></p> <ul style="list-style-type: none"> <li>➤ Outreach activities</li> <li>➤ Understands, supports and promotes the organizations vision, mission and objectives</li> <li>➤ Set appropriate proactive direction for the communication, media and education efforts of the office (outreach and awareness)</li> <li>➤ Set up of Office of Ombudsman media monitoring library</li> <li>➤ Preparing media releases and attending to media inquiries</li> <li>➤ Provide support and relevant reporting</li> <li>➤ Supervisory roles for lower bands</li> </ul>	<ul style="list-style-type: none"> <li>➤ Effective and efficient outreach programs conducted</li> <li>➤ Effective and efficient management of media issues</li> <li>➤ Operate in a customer friendly and timely manner</li> <li>➤ 90% submission weekly work report with accurate reporting</li> <li>➤ 95% efficient and effective use of time</li> <li>➤ Complies with Ombudsman Staff Policy</li> <li>➤ When in an acting role, performs extra responsibilities at high standard</li> </ul>

5.4	<p><b>Controlling</b></p> <ul style="list-style-type: none"> <li>➤ Monitoring – Outreach; Monitor media coverage and public perception of the Office</li> <li>➤ Evaluating - IT and Outreach activities; effectiveness and efficiency</li> <li>➤ Editing</li> <li>➤ Reporting</li> </ul>	<ul style="list-style-type: none"> <li>➤ Weekly reports to CEO and HODs</li> <li>➤ Monthly reports to CEO and HODs</li> <li>➤ Evaluate own performance re PMS objectively</li> </ul>
5.5	<p><b>Technical</b></p> <ul style="list-style-type: none"> <li>➤ Prepare of office newsletter, press releases, newspaper articles from Ombudsman Office</li> <li>➤ Organise media conferences</li> <li>➤ Daily maintenance of office website and social media</li> <li>➤ Provide expert and informed advice and guidance to internal stakeholders on editorial, production and website management issues, topics and practices</li> </ul>	<ul style="list-style-type: none"> <li>➤ 90% timeliness, accuracy</li> <li>➤ 95% safety</li> <li>➤ Regular reporting on stats</li> </ul>
6.	And any other duties that may be directed by the CEO	<ul style="list-style-type: none"> <li>➤ Timeliness and accuracy of carrying out other tasks as directed by the CEO for the Office of the Ombudsman.</li> </ul>
7	<b>Core Competencies (Communication / Language / Personal Attributes)</b>	<b>Key Performance Standards</b>
7.1	Communication	<ul style="list-style-type: none"> <li>➤ Communicates effectively with individuals up, down, and across the organization.</li> <li>➤ Resolves conflict in an appropriate manner and deals tactfully with differences of opinion.</li> <li>➤ Effectively channels communication with all those who need to be informed and handles sensitive information appropriately.</li> </ul>
7.2	Integrity / Accountability	<ul style="list-style-type: none"> <li>➤ Seeks to achieve results which are in the best interest of the Division and the OMB Office.</li> <li>➤ Uses honesty and appropriate disclosure with clients, OMB Office employees, and management.</li> <li>➤ Complies with all Internal Policies developed and approved by the CEO</li> <li>➤ Accepts responsibility and acknowledges problems or mistakes and commits to necessary corrective action.</li> <li>➤ Considers ethical issues before decisions are made.</li> <li>➤ Adheres to the Ombudsman Staff Policy Manual</li> </ul>
7.3	Results Orientation	<ul style="list-style-type: none"> <li>➤ Delivers high quality results on time.</li> <li>➤ Overcomes roadblocks/setbacks to deliver results.</li> <li>➤ Identifies problems early and takes appropriate action.</li> <li>➤ Thinks outside of the box to achieve best results for internal/external clients.</li> <li>➤ Demonstrates ability to think creatively and analytically and works proactively</li> </ul>

7.4	Teamwork and Collaboration	<ul style="list-style-type: none"> <li>➤ Focuses on situations, issues or behaviours and not individuals.</li> <li>➤ Seeks out others' opinions before making decisions that will impact them.</li> <li>➤ Demonstrates ability to get along with others/is respectful of co-workers and promotes teamwork.</li> <li>➤ Takes the initiative to make things better seeks out/accepts new or additional responsibilities readily.</li> <li>➤ Highly developed negotiation, communication and stakeholder liaison skills, and the ability to work collaboratively with others</li> </ul>
7.5	Customer Focus (internal and external)	<ul style="list-style-type: none"> <li>➤ Seeks customer feedback, listens effectively and provides and follows through on solutions.</li> <li>➤ Takes personal responsibility for ensuring any issues raised by customers are responded to promptly.</li> <li>➤ Demonstrates dedication to meeting the expectations and requirements of customers.</li> </ul>
7.6	Self Confidence and Assertiveness	<ul style="list-style-type: none"> <li>➤ Expresses own convictions or opinions even when adopting an unpopular position or facing opposition.</li> <li>➤ Displays confidence in interacting with people at all levels of responsibility, and in all parts of the organization.</li> <li>➤ Deals constructively with failures and mistakes and addresses conflict directly to resolve issues in a timely fashion.</li> </ul>
7.7	Job Competence	<ul style="list-style-type: none"> <li>➤ Carries out all assigned job responsibilities.</li> <li>➤ Possesses requisite skills and technical ability needed to accomplish job responsibilities;</li> <li>➤ Seeks to continue developing new skills to adapt to a changing environment.</li> <li>➤ Meets goals and objectives</li> </ul>
7.8	Builds Commitment	<ul style="list-style-type: none"> <li>➤ Follows through on obligations and commitments made to others.</li> <li>➤ Strengthens commitment by soliciting diverse points of view.</li> </ul>
7.9	Motivating Others	<ul style="list-style-type: none"> <li>➤ Facilitates team energy and enthusiasm in order to reach specific goals or deadlines.</li> <li>➤ Gives praise and constructive criticism at the right time.</li> <li>➤ Recognizes when team members are de-motivated and takes action to mediate the problems.</li> </ul>
7.10	Provides Leadership and Direction to subordinates	<ul style="list-style-type: none"> <li>➤ Provides timely information regarding status, progress, responsibilities of projects, etc.</li> <li>➤ Encourages team to fulfill commitments.</li> <li>➤ Demonstrates sound judgment and ability to manage complex tasks and projects and balance competing demands.</li> </ul>
7.11	Supports the Organizations Enabling Theme, Outputs and Outcomes	<ul style="list-style-type: none"> <li>➤ Inspires dedication to the organization's shared theme, outputs, outcomes and values through his/her own visible actions.</li> <li>➤ Shows enthusiasm for organizational initiatives, policies and procedures and helps others accept any changes and remain effective.</li> </ul>

7.12	Employee Development	<ul style="list-style-type: none"> <li>➤ Uses a variety of methods (feedback, by example, training, expanding role, etc.) to help individuals attain higher levels of performance.</li> <li>➤ Mentors and encourages others to identify and achieve career goals.</li> <li>➤ Gives feedback consistently, promptly and constructively to Head of Division and subordinates in order to improve performance.</li> </ul>
7.13	Employee Relations	<ul style="list-style-type: none"> <li>➤ Creates environment of trust and confidence to promote open communications.</li> </ul>
8	Working Conditions	<ul style="list-style-type: none"> <li>➤ 8:30am to 4:30pm weekdays.</li> <li>➤ Must be able to work occasional long hours and overtime as/when required.</li> <li>➤ Must be able to travel to the Outer Islands from time to time and be able to represent the OMB Office on occasional regional and international travel.</li> </ul>
9	<b>Reports Directly to:</b>	CEO
10	<b>PERSON SPECIFICATION FOR THIS POST</b>	
10.1	<b>Qualification and Experience</b>	<p><b>Essential:</b> Minimum requirements -</p> <ol style="list-style-type: none"> <li>1. Must have a Bachelor degree in Communications, or Journalism or Public Relations or a similar discipline from a tertiary institution recognised by the TNQAB and at least 3 years relevant work experience</li> </ol>