



Job Title	Communications Manager	Drafting Date	06/2018
Reports to	Second Secretary	Review Date	12/2019
Embassy Team	Whole of Embassy		
Location	Pretoria, South Africa		
N° Reporting Staff	None		
Job Profile	<p>Lead the process of development and implementation of the Embassy Pretoria Communication Strategy, to include:</p> <ul style="list-style-type: none"> • Communication to the public and target audiences on the work of the Embassy and results achieved, with particular responsibility for coordination of public diplomacy and outreach work across the Embassy; and creating and editing content for the Embassy website and social media accounts • Planning and delivery of events and media engagement in support of the Embassy's communication objectives • Strengthening the Embassy's knowledge on topics of interest, including relevant political, economic and development issues, through monitoring and analysis of media coverage and communication of findings to Embassy teams 		

Key Performance Areas	KPA detail	Competency Requirements	% time
<p>1. Communication to the public and target audiences on the work of the Embassy and results achieved, with particular responsibility for coordination of public diplomacy and outreach work across the Embassy; and creating and editing content for the Embassy website and social</p>	<ul style="list-style-type: none"> • Active participation in Embassy Public Diplomacy and Communications Team • Support to Embassy teams (consular, development, political, trade and economic, and systems and operations) in the identification of public diplomacy and outreach opportunities, and in the design and delivery of appropriate web and social media content • Coordination of the public diplomacy and outreach activities of the teams across the Embassy • Coordination, editing and creation of content for the Embassy website and social media accounts (Twitter and Facebook) • Development of an archive of resources for use in Embassy public outreach material • Development of relationships with Embassy partner organisations for the sharing of material for use in communication and outreach activity • Reporting on communication, public diplomacy and outreach activity undertaken and its 	<ul style="list-style-type: none"> • Experience of communications and public outreach work; • Experience of using social media for commercial or campaign purposes; • Strong interpersonal and communication skills; • Strong writing skills; • Strong IT skills; • Experience with record keeping and file management. 	40%



Key Performance Areas	KPA detail	Competency Requirements	% time
media accounts	<p>impact</p> <ul style="list-style-type: none"> Continual development and enhancement of the Embassy Communication Strategy, including through evaluation of the impact of public diplomacy and outreach activities 		
2. Planning and delivery of events and media engagement in support of the Embassy's objectives	<ul style="list-style-type: none"> Development and utilisation of a network of press and media representatives in order to raise awareness of Ireland and the work of the Embassy among the public and target audiences Development of an Embassy events schedule in consultation with Embassy teams, to plan a series of events to further the Embassy's objectives and raise awareness of priority issues Co-ordination of logistical and other arrangements for successful delivery of events schedule Reporting on events and media engagements undertaken and their impact 	<ul style="list-style-type: none"> Networking/Influencing, developing key relationships Strong project management, financial and administrative skills; Experience of event management / Public Relations 	40%
3. Strengthening the Embassy's knowledge on topics of interest, including relevant political, economic and development issues, through monitoring and analysis of media coverage and communication of findings to Embassy teams	<ul style="list-style-type: none"> Stay abreast of media coverage and discussions of political developments and of priority issues under the Embassy Strategy in South Africa, Zimbabwe and the region. Bring relevant coverage to the attention of Embassy teams as appropriate. Prepare regular briefs and reports on human rights issues, politics and disability – as required, highlighting any implications for the Embassy's work. 	<ul style="list-style-type: none"> Good knowledge and interest in politics in South Africa, Zimbabwe and the region. Analytical and conceptual thinking, seeing relationships between issues. 	20%



<p>Qualifications and Skills Requirements</p>	<p>Essential:</p> <ul style="list-style-type: none"> • A relevant primary degree. • A minimum of 5 years' experience in a communications role. • Strong basic IT skills. • Strong results focus. • Excellent written and oral communication skills (including computer literacy). • Excellent interpersonal skills and the ability to work independently (self-starter) and as part of a team. <p>Desirable:</p> <ul style="list-style-type: none"> • Master's degree in a related field. • Experience of working for an Embassy or INGO. • Experience in executing social media campaigns and in event management. • Experience in advocacy and policy influencing. 	
<p>Terms and Conditions</p>	<ul style="list-style-type: none"> • Working hours: full time, or 37 hours per week, on a flexi-time basis. Occasional late working or attendance at work-related events outside of working hours is required. Occasional travel is required. • Remuneration: Cost to Company of ZAR 44,520 per month excluding benefits • Permission to work: Proof of valid permission to work in South Africa is essential • Benefits: Medical Aid • Primary work location: Embassy of Ireland, Pretoria • Start date: (DD MM YYYY). There is a 12-month probation period, after which performance is reviewed and a permanent contract may be offered. • Performance Management: The Embassy of Ireland operates a Performance Management Development System (PMDS) based on that used in the Irish civil service. Staff members agree, with their manager, goals, key tasks and targets aligned to an annual business plan. Performance is reviewed mid-year and at year-end. The PMDS also includes agreed on-going professional development actions. The Communication Manager agrees his/her profile with the Second Secretary. 	