JOB DESCRIPTION / POSITION PROFILE

Communications Officer

JOB TITLE	SALARY SCALE
Communications Officer	MNSL 4
REPORTS TO	**SUPERVISES**
Manager Communication and Media	Nil

Job Purpose

To implement the organization's communication and public relations strategy, ensuring positive media engagement, stakeholder awareness, and brand visibility.

Key duties and responsibilities

01 Drafts press releases, news articles, social media content, and other public communications.

02 Supports the implementation of communication strategies and media plans.

03 Liaises with media houses and journalists to promote stadium events and initiatives.

04 Prepares and disseminates newsletters, brochures, and promotional materials.

05 Monitors media coverage and prepares regular reports on public and media perception.

06 Maintains and updates the organization's website and social media platforms.

07 Documents and archives communication materials including photographs and video footage.

08 Assists in organizing press conferences, stakeholder engagements, and promotional campaigns.

09 Supports internal communication efforts including staff briefings and bulletins.

Person specifications

Academic Qualifications

i. An Honors Bachelor's Degree in Mass Communication, Public Relations, Journalism, or a related field from a recognized institution.

ii. A Post Graduate Training in digital communication, media production, or branding.

Working Experience

Four (4) years working experience, two (2) of which should have been at similar level in a reputable organization.

Competencies

Technical

- Media and Public Relations
- Content Creation and Editing
- Digital Communication and Social Media Management
- Event Promotion and Branding
- Graphic Design and Multimedia Tools

Behavioral

- Creativity and Innovation
- Excellent Writing and Presentation Skills
- Attention to Detail
- Interpersonal and Networking Skills
- Ability to Work Under Pressure and Meet Deadlines