

JOB DESCRIPTION

Communications & Digital Transformation Officer

Department:	Membership Services	Date Prepared:	March 2025
Location:	24 Gorrie Street, SUVA	Prepared By:	Edward Bernard
Incumbent:	TBC	Approved By:	EXCOM
Reports to:	Chief Executive Officer		
Direct Reports:	NIL		
Internal Relationships:	CEO, Membership Manager, Manager Finance & Admin, Business Accelerator Manager, IR Consultant, WEBC Coordinator, Executive Assistant BDRC Coordinator Training Officer, IR Assistant, Board Members.		
External Relationships:			
	MSME, Board, Government Officials.		
<u>Authorities:</u>			
Staff:	NIL		
Financial:	NIL		
Other:			
Procedures, Policies & Guidelines:	HR Manual Standard Work Procedures FCEF Articles of Association		
When absent, this Job is Performed By:	Chief Executive Officer		
Signature of Incumbent	Signature of Chief Executive Officer		
_____	_____		

Responsibilities	Performance measures
<ol style="list-style-type: none"> 1. Collaborate with management to develop and implement an effective communications strategy based on our target audience. 2. Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates FCEF's activities, products and/or services. 3. Respond to media inquiries, arrange interviews, and act as a representative for FCEF. 4. Establish and maintain effective relationships with journalists, and maintain a media database. 5. Seek opportunities to enhance the reputation of the brand of FCEF, and coordinate publicity events as required. 6. Maintain records of media coverage and collate analytics and metrics. 7. Proficiency in design and publishing software. 8. Manages, reviews and updates FCEF Website and Social media Pages. 9. Manage conflict as it arises and escalate to management. 10. Implements or manages certain responsibilities of the CEO of FCEF. 11. Accepts and conducts any other duties assigned by the Membership Services Manager and/or the CEO. 12. Responsible for writing and vetting speeches for FCEF representatives. 13. Provides updates and progress reports to the MMSRC for Board & Excom Papers. 14. Supporting the transition to digital platforms 	
AREA	DESIRABLE
Trade or Academic Qualifications	<ul style="list-style-type: none"> ▪ Bachelor's Degree in Communications, Journalism, or related field. ▪ Knowledge of desktop publishing software (InDesign/Photoshop) ▪ Knowledge of Online Marketing & Branding Tools (Canva, CapCut)
Experience (What a person needs to have done)	At least 5 years' experience in a similar role or better.

Knowledge, Skills

(What a person needs to know/do)

1. **Possessing a Mindset for Change.** Possessing a mindset committed to continuous learning -- through books, podcasts, articles and inspiring leaders with knowledge to share -- will ensure you're always prepared to embrace industry change.
2. **Possessing an Adaptive, Open-Mind Approach.** In order to stay on top of new trends and market changes you need to embrace the adaptive approach. Listen to your colleagues, read the latest industry news, experiment with new tools and don't stick to what you know that works. Test new approaches, tools and technologies. Give it a chance and then another one. Test yourself and adapt to the new things that work.
3. **Curiosity.** Successful adaptation requires a healthy dose of curiosity. Set aside time to read industry news, every day. Vary your sources. Click through links to original sources. Read opinions from different perspectives. Share articles and solicit debate. These are ways to build critical thinking and prepare yourself for the industry shift.
4. **Agility.** Today's media and communication landscape changes so quickly that industry leaders have to cultivate an agile learning culture within their organizations and stay open-minded and curious themselves for whatever trends and changes come up.
5. **Writing Skills.** Communicators must always have the ability to write. The channels may be shifting, but almost everything we do depends on writing a story, a script, a post, even a caption. It will be even more critical as attention spans

	continue to dwindle and there are shiny distractions everywhere. Good writing will always be a differentiator.
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COMPETENCIES

Competency	What does it look like?
Continuous Improvement	Continuous Improvement is focused on the incremental elimination of waste and on fixing those things that have gotten in the way of performing the Standard Work cycles perfectly. Continuous Improvement also focuses on re-establishing the new way (every improvement iteration) so the new process can be performed flawlessly and to combat the ultimate slide back (give back of the gain) if you don't. Without this last part, Continuous Improvement will just turn out to be re-improving over and over again and that's just rework; And that, in itself, is a waste.
Innovation	Identifying opportunities for improvement and implementing them.
Action Management	Addressing potential risks and putting measures in place to mitigate them.
Business Acumen	Using economic, financial, market, and industry data to understand and improve business results; using one's understanding of major business functions, industry trends, and FCEF's position to contribute to effective business strategies and tactics.
Influence	Creating and executing influence strategies that persuade key stakeholders to take action that will advance shared interests and business goals.
Facilitating Change	Encouraging others to seek opportunities for different and innovative approaches to addressing problems and opportunities; facilitating the implementation and acceptance of change within the workplace.
Planning and organizing	Establishing courses of action of self and others to ensure that work is completed efficiently.
Problem Solving and Decision Making	Addressing the root cause and utilizing a risk-based approach to decisions. Uses DMAIC and ADKAR tools.
Building Partnerships and Working Relationships	Identifying opportunities and taking action to build strategic relationships between one's area and other areas, teams, departments, units or FCEF's, to help achieve business goals.