

## **JOB SPECIFICATION**

<b>TITLE</b>	<b><u>COMMUNICATION MANAGER (ON CONTRACT)</u></b>
<b>REPORTS TO</b>	The General Manager or any other officer designated by the General Manager
<b>PURPOSE &amp; SCOPE</b>	To work collaboratively with Management to implement internal and external communication strategies and plans that will help increase visibility of the Authority's achievements and support the Authority's goals and objectives.  To lead the Authority's Communication teams, develop and implement communication policies that promote the corporate identity of the Authority.
<b>SALARY</b>	Negotiable and will commensurate with qualifications and experiences. Salary will be in the range of Rs. 49,250 to Rs. 77,950.
<b>QUALIFICATIONS &amp; EXPERIENCE</b>	<p><b>A.</b> A Degree in Communication or Journalism or Public Relations or related field acceptable to the Central Water Board.</p> <p><b>B.</b> A minimum of 5 years' proven experience in a senior position in the field of Communication and Public Relations or Journalism.</p> <p><b>NOTE:</b></p> <p><b>A.</b> A Master's Degree in Communications or Journalism or Public Relations or any related field would be an advantage</p> <p><b>B.</b> Relevant experience including having previously held a senior communication position within media, communications or public relations in the Public Sector would be an advantage.</p>
<b>KNOWLEDGE &amp; SKILLS</b>	<ul style="list-style-type: none"> <li>• Excellent understanding of best practices and digital communications.</li> <li>• Mastering of English and French both oral and written communication skills, ability to communicate complex information accurately.</li> <li>• Strong stakeholder management and networking skills.</li> <li>• Planning and organizational skills.</li> <li>• Ability to work independently as well as part of a team.</li> <li>• Strong organizational and time management skills with ability to manage multiple projects and set priorities.</li> <li>• Strong interpersonal skills and ability to work under pressure.</li> </ul>

**DUTIES****&****RESPONSIBILITIES**

1. To prepare, review and update communication plans and programs regularly and ensure that the achievements and related activities and events of the CWA are promoted to enhance the image of the Authority at all levels including its physical assets, like Head Offices, sub offices and all stations.
2. To implement Internal and External communication plans and programs through various medium including newsletters, brochures, digital and other means.
3. To oversee the arrangement for press conferences and press releases/radio / TV communiques on developments and accomplishments of the Authority and maintain a strong network with media.
4. To plan, organize and coordinate events, ceremonies and visits from Government Officials and Dignitaries.
5. To organise community meetings with various authorities, businesses and professional organisations and NGOs.
6. To manage, maintain and update the CWA website and social media platforms to educate the public through persuasive messaging and promoting its brand.
7. To prepare and submit timely progress/status reports and Yearly Communication Plan and follow up on updates and development on the organization's website/online content/social media as appropriate.
8. To develop informational material and brochures for distribution to the general public.
9. To drive innovation, creative thinking, and alternative ways of delivering outcomes in line with the Organisation's objectives.
10. To manage staff and encourage collaboration across its team to drive communications programs, events, supervising PR, implementing and disseminating communications.
11. To act as spokesperson of CWA.
12. To head and manage the Public Relations/Customer Care Department and to encourage a coordinated multi-skilled team to deliver the agreed outcomes for the Authority.
13. To develop and coordinate the implementation of a strategic advocacy and communication plans, including communication assessment and analysis using customer relationship management databases.
14. To ensure that the company's messaging is consistent with its brand and effectively reaches its target audience.
15. To develop crisis Response Plans/Scenario Planning in order to effectively address crisis issues. To act as coordination point for any emergency communications service out of hours.
16. To capture successes and metrics from across the organization and translate them into compelling stories to create momentum and awareness.
17. To be responsible for marketing development campaigns and effective delivery.

18. To build and maintain robust media relations, including press releases, public interviews, panels and more for securing high-level media coverage.
19. To monitor the overall planning including procurement activities and disbursement budget, ensuring they are properly administered and utilized.
20. To perform such other duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Communication Manager in the roles ascribed to him.

**NOTE:**The incumbent may be required to work at odd hours, including weekends and public holidays as and when required.

*Approved by CWB(22/23)15/139 dated 28.06.23*

