

JOB DESCRIPTION

MARKETING AND COMMUNICATIONS OFFICER

Department:	Marketing and Communications	Date Prepared:	May, 2023
		Date Reviewed:	June, 2025
Location:	Level 6, Civic Tower, Suva	Prepared by:	Human Resources
Incumbent:	1	Approved by:	Chief Executive Officer
Reports to:	Manager Marketing and Communications		
Internal Relationships:	Chief Executive Officer, Manager Marketing and Communications, Digital Marketing Officer, Investment and Trade Promotion and Investment Facilitation, Aftercare and Policy Advocacy and Human Resources		
External Relationships:	Clients, Suppliers and Service Providers, Media (International and local), Business Councils and Industry Associations, Overseas Missions and Trade Commissions, Development Partners, Government Agencies		
Authorities:	N/A		
Support Staff:	Digital Marketing Officer		
Procedures, Policies & Guidelines:	People and Culture Policy, IT Policy, Finance Manual, Service Guarantee Guidelines		

Position Description:	The Marketing and Communications Officer assists the Manager Marketing and Communications in developing an effective and progressive media and communications strategy, including the development of improved awareness and positive perceptions of Investment Fiji's brand. The Marketing and Communications Officer assists in corporate communications including compiling press releases, event coverage, developing creative content for digital media platforms, corporate communications and managing communication campaigns to promote Investment Fiji's brand and activities at the highest level.
Salary Band:	\$22,180 to \$33,270

KEY RESULT AREAS (Distinct areas that contribute most to position performance)	SPECIFIC ACTIVITIES/TASKS (Specific activities/tasks that contribute towards achieving the performance of the KRA)
--	--

MEDIA & COMMUNICATIONS STRATEGY	<ul style="list-style-type: none"> • Assists in developing a detailed strategic communications plan. • Assists in handling Investment Fiji's marketing and communications activities.
BUSINESS COMMUNICATIONS AND STAKEHOLDER RELATIONS	<ul style="list-style-type: none"> • Assists in increasing the presence and positive image of Investment Fiji and its role. • Strengthen partnership with media organisations to enhance opportunities for the Chief Executive Officer, Chair and the Executive Team (where appropriate) to act as Investment Fiji spokesperson. Manage Investment Fiji's branding and associated media & communications campaign activities. • Ensure accurate maintenance and use of Investment Fiji's database as relevant for communications and participate in the distribution strategies for communication materials. • Responsible for the regular update of Investment Fiji's website and social media platforms.
INVESTMENT FIJI'S KEY DIVISIONS PROMOTIONAL MATERIALS, ARTICLES AND CAMPAIGNS	<ul style="list-style-type: none"> • Assist other divisions on sector profiles, target specific videos and compile news worthy articles. • Closely collaborate with the Investment Team and the Trade & Export Promotion team during missions, events and key activities to ensure that the correct message is provided to key stakeholders, and the media both domestically and internationally, and take on day-to-day PR responsibilities as required.
REPORTS HANDLING	<ul style="list-style-type: none"> • Assist in drafting and collating annual reports, CEO's reports, quarter reports, progress reports and presentations. • Assist in drafting and checking Board papers for errors, sentence structure, grammar and overall content vetting. • Assist the Manager Marketing and Communications in preparing reports and strategy papers for the CEO, the Board and Ministers, draft ministerial responses, briefing papers and responses to parliamentary questions.
INTERNATIONAL BUSINESS AWARDS	<ul style="list-style-type: none"> • Assist the Manager Marketing and Communications in organising contracts for the event venue and draft new contracts for potential sponsorships. • Assist the IBA organising committee in providing for event logistics. • Coordinate Advertisement and collaterals with media partners. • Assist in compiling write ups/press releases to be published in the media and provide sponsor mileage as required.
WEBSITE AND SOCIAL MEDIA	<ul style="list-style-type: none"> • Upload social media content on a regular basis and capture all events and meetings that create a positive effect. This includes Twitter, Instagram, Facebook, LinkedIn and YouTube channels. • Compiling and disseminating of industry information on website and social media page. • Content management of Investment Fiji website and ensure updated information at all times.

INTRANET	<ul style="list-style-type: none"> Communicating internal information, success stories and events with the staff and Management of Investment Fiji. Prepare internal updates highlighting major events, success stories, new appointees and social events that took place.
ADDITIONAL DUTIES	<ul style="list-style-type: none"> Any additional duties assigned by the CEO.

Key Selection Criteria:

Qualifications:

Essential	Desirable
<ul style="list-style-type: none"> Bachelor's Degree in Marketing, Communications, Public Relations or related discipline. 	<ul style="list-style-type: none"> Postgraduate Diploma in Marketing, Communications, Public Relations or a related field.

Knowledge/Experience:

Essential	Desirable
<ul style="list-style-type: none"> At least 3 to 5 years of experience in a similar role in a professional setting within a medium to large organization structure. Proven track record of implementing and executing successful marketing and communications campaign. 	<ul style="list-style-type: none"> At least 5 to 7 years of experience in a similar role in a professional setting within a medium to large organization structure.

Key Skills/Attributes/Competencies

Content creation and management	<ul style="list-style-type: none"> Developing marketing strategies. Managing content creation. Developing public relations strategies
Public and Media Relations	<ul style="list-style-type: none"> Relationship management. Strong presentation skills. Managing media enquiries.
Working Knowledge	<ul style="list-style-type: none"> Strong story telling skills Develop collaterals Understanding investment and trade landscapes. Monitor and analyses online performance and presents.
Awareness	<ul style="list-style-type: none"> Intercultural awareness

Values: Transparency, Reliability, Accessibility, Communicative, Effective, Responsiveness

Change to Job Description:

From time to time, it may be necessary to change the Job description as per changing operational needs. Investment Fiji may initiate the changes as it deems necessary.