



Environmental Investment Fund
of Namibia | ensuring sustainability

Job Description

Company Name: Environmental Investment Fund (working under the Namibia Green Hydrogen Programme)

Title of position: Manager: External Affairs and Communications

Name of Current incumbent:

Division/ Department: Office of the Head of the Programme

Name of Supervisor: Mr. James Mnyupe

Title: Head of the Programme

of direct subordinates: 0

of indirect subordinates: 0

Duty Station: Windhoek

Type of position: Specialist X Finance__ Administration __ Mixed X Clerical__

ORGANIZATIONAL STRUCTURE :

Incumbent's Superior (1st Level)

Head of the Programme

Incumbent's Job Title

Manager: External Affairs and Communication

Purpose and functions of the department:

- The office of the Head of the Programme is overall responsible for the conception of and driving the implementation of the strategy for the Namibia Green Hydrogen Programme. It acts as a conduit between the line Ministry, the Joint Implementation Committee/Green Hydrogen Committee and staff, to inform the achievement of the Programme's priorities as well as act as a liaison between external stakeholders.
- The office of the Head of the Programme serves to provide strategic direction and guidance for the institution; ensuring that the institution's strategic objectives are in line with its mandate.
- Assisted by the Policy, Planning and Strategy business unit, the office oversees, designs, and redesigns the institutions business operations and direct its physical and/or technical functions to ensure that business operations are efficient in optimally utilizing resources, and that desired standards are met. Develop sound policies, organizational structures, and effective methods of management and systems control. Provide strategic direction on developments within the industry. These include:
 - Policy Formulation and effective implementation
 - Effective Financial Management
 - Risk mitigation
 - Capacity and Institutional Development
 - Budgetary control
 - Leadership and Staff Management
 - Innovation
 - Relationship Management and Business Development
 - Project Management
 - Operational reporting
- The office of the Head of the Programme also serves as the official communication and contact for the institution with key stakeholders.

Primary purpose of the position

- To develop and implement Corporate Communication strategies and policies which will determine the Corporate Communications image of the Programme, and to develop and direct a complete operational public relations capacity for the Namibia Green Hydrogen Programme.
- To create and manage the official communication channels between the public and the Namibia Green Hydrogen Programme. This involves specified and standardised communication internally, and all responses and press releases to the outside.
- To shape all official communication of the Programme so that a credible picture of the Programme is presented to the outside world.

JOB SPECIFICATIONS

Typical Academic Qualifications

A Bachelor in Business Administration or post graduate qualification in Marketing, Communication Management, Media Journalism, Public Relations or related field from a recognised institution. A Public Relations or Communications accreditation with a recognized institution serves a distinct advantage.

Typical Skills and knowledge areas required

- Experience of proactive and reactive media relations and crisis management. Positive attitude and flexibility to work in a multicultural environment.
- Sound knowledge of communication principles and procedures and commercially astute with very strong business acumen.
- Advanced Computer Literacy (MS Excel, MS word, MS PowerPoint, Outlook, Access,).
- Demonstrated knowledge of enterprise resource planning and business planning tools.
- Sound project management experience.
- Demonstrated understanding of relevant strategies, policies and procedures.
- Experience in a multidivisional matrixed environment and possess the skill and discretion necessary to handle sensitive and confidential issues.
- Extensive knowledge of the stakeholder engagement practices and approaches.
- Extensive knowledge of relevant partner agencies' information disclosure policies and strategies.
- Established relationships with key media institutions and personnel.
- The ability to work as part of a team dedicated to service delivery.
- Language skills: Should be fluent in English and able to communicate with internal and external stakeholders in an unambiguous manner (verbal and written).

Typical Experience background

- The incumbent will have a minimum of five (5) years business or communication experience of which at least three (3) years are at managerial level.
- Displays extensive exposure in the area of Strategic Communication
- Experience in information-based work, or advocacy-related communication,
- Knowledge and experience of journalism would be a distinct advantage,
- Project management experience in the implementation of information technology systems and processes at corporate level.

GENERAL

Autonomy

Incumbent works in close consultation with the Head of the Programme, more specifically on external communications.

Feedback structure

Incumbent reports directly to the Head of the Programme.

Work Pressure:

5/5

iv. Special Conditions of Employment::

| Key Focus Areas | KFA defined | How | Why | Frequency |
|---------------------------------|---|---|---|-----------|
| Strategic Communication: | Implement the organization's strategic communication strategy | <p>Implement the organization's strategic communication strategy and develop key communication messages and tools that contribute towards the effective delivery of the strategic communication plan, including conducting of periodic review and updates.</p> <p>Actively explore and identify new and interesting avenues for communicating effectively and imaginatively with audiences</p> | Ensure the timely and accurate channelling of information to the relevant stakeholders in line with all statutory legislation and regulations | |
| Advise | Constantly decides how to best assist others in managing the finer details of Corporate Communications, and how to put in place a support capacity that is used/user friendly and that adds value | <p>Provides advice to the Head of the Programme on implications of major decisions for the Programme in order to advise the JIC/GHC accordingly.</p> <p>Prepares/Drafts speeches for various official purposes for the Head of the Programme as well as colleagues when required. Guides PR activities that impact image at regional level</p> | The JIC and GHC decisions carry far-reaching implications and accurate advise to the manner in which information is divulged to the public can ensure that reputational risk is kept at a minimum | |
| External Communication | Oversee the distribution of information outside of the organization and ensure that this information is managed effectively | <p>Conceptualize, write, prepare and placement of media releases and organizational advertisements of all relevant activities of the organization for all relevant external stakeholders and the general public. This involves drafting and editing of articles, press releases, and content prior to publication.</p> <p>Design an E-Newsletter and ensure timely production of quarterly bulletins. Manage web site content/ information including regular updates of the institutions website.</p> <p>Create a network of partners in the sustainable development sector. Communicate the Business Plan of the Programme to stakeholders to raise awareness of its existence</p> | <p>Promote the Programme's activities and ensure that the role of the Programme and its significance thereof is communicated to the general public, essentially create and maintain a strong positive market presence.</p> <p>Ensure the timely production and coordination of information to relevant stakeholders</p> | |

| | | | | |
|---|---|---|---|--|
| <i>Internal Communication:</i> | Oversee the distribution of information within the organization and ensure that this information is managed effectively | Develop and maintain internal communication initiatives, channels and drive the implementation of special communication projects within the organization. Serve as internal liaison for the organization | Ensure the smooth flow of communication/ information within the organization | |
| <i>Reporting:</i> | Reporting of the Programme's activities | <p>Coordinate and report on projects with vendors and contractors for the development and production of educational event promotional materials.</p> <p>Coordinates the production of the annual report. Liaises closely with finance and operations departments to ensure that there is mutual understanding of requirements on inputs and deadlines.</p> | Raise awareness of the Programme's activities and reporting on project performance etc. | |
| <i>Corporate Policy and Corporate Social Responsibility:</i> | Manage the organization-wide Corporate/ Social Responsibility policies. | <p>Develop, implement and maintain the organization's social responsibility strategy, policy and guiding principles</p> <p>Engage with communities and stakeholders to support and promote sustainable development initiatives.</p> | Social responsibility is a key objective for the Programme | |
| <i>Brand Management:</i> | Official custodian for the Programme's brand | <p>Develop and manage the organisation's corporate identity policy and guidelines.</p> <p>Manage the institution's corporate image, reputation and serve as a primary contact for public relations and media.</p> <p>Develops and implements monitoring mechanisms that enable assessment of the Corporate Communications image i.e via spot surveys after major events that the Programme announces officially.</p> <p>Identifies and discusses opportunities for the enhancement of the Programme's Corporate Communication image regularly with staff and develops specific activities with them that will further the image of the Programme.</p> | Establish and maintain a strong and consistent brand so as to maintain confidence in the market and ensure a positive market presence | |

| | | | | |
|--------------------------------|--|---|---|--|
| | | <p>Deals with major inquiries and complaints that could taint corporate image, and takes up these matters to the cause, implementing corrective measures.</p> <p>Monitors the effect of such approaches through feedback mechanisms, and takes remedial steps where necessary.</p> <p>Responds timeously and appropriately to issues that are reported in a biased way in the press and discusses with them in a constructive manner to ensure that in future this may not happen again. Designs and implement a press monitoring system to have a record of press coverage on the Programme's events and statements made in public.</p> <p>Engages brand agencies to help execute on the Programme's broader brand related objectives.</p> | | |
| Public Relations: | Co-ordinate and manage relationships with all external stakeholders | Manage and influence relationships with media practitioners and opinion leaders to the benefit of the institution's image and reputation. | Develop and maintain strong, professional relationships with the general public and all relevant stakeholders | |
| Media Relationship | Structures the relationship with the media using own discretion, but within the framework of the Programme's policies, in order to maintain a healthy working relationship and understanding | <p>Maintains regular contact with the media at senior level.</p> <p>Discuss major events with media and briefs them fully on these so as to ensure that they have full background for reporting on them in the media. Ensure that media are involved in major events.</p> | Develop and maintain strong, professional relationships with the media fraternity | |
| Stakeholder engagement: | Relationship Management | <p>Develop, implement and improve the organization's stakeholder engagement strategy. Design of awareness programmes in conjunction with relevant stakeholders.</p> <p>Assist all units within the organization to formalize their stakeholder engagement processes.</p> <p>Develop targeted activities that will encourage participation of different stakeholders by e.g. having sustainable dialogues, etc.</p> | <p>Develop and maintain strong, professional relationships with all relevant stakeholders.</p> <p>Create synergies in delivering targeted messages.</p> | |

| | | | | |
|--|---|--|--|--|
| Risk Management: | Effectively attend to delicate matters that have the potential to negatively impact the organizations image | Proactively monitor activities and situations so as to detect issues before they emerge, particularly those issues which could impact negatively the institutions reputation and devise appropriate plans and strategies to address these effectively. | Ensure that the Programme maintains a good reputation/ image | |
| Information & knowledge Management: | Manage organization wide information and knowledge | <p>Develops and initiates the development of internal communication mechanisms that will ensure the dissemination of official information within the organisation so that staff are at least briefed on major events or happenings at the same time as the outside world.</p> <p>Investigating what other institutions are doing and considers mechanisms such as an internal enquiry desk for staff, or a Corporate Communication database, which is accessible.</p> <p>Implements mechanisms, which will ensure that all official communication is channelled through Corporate communication, in order to maintain control.</p> | Ensure easy accessibility of organization-wide information/ data | |
| Advisory Function: | Provide advice on corporate communication | Provide sound expert and support to management on corporate communication related issues and ensure that the best industry practices are adhered to. | Enable relevant stakeholders to make informed business decisions on matters that may impact the organization's image. | |
| Relationships building and networking: | Develop and maintain on-going working relationships, networks and partnerships to help achieve business goals | Facilitate the process of joining networks that will contribute towards the goals and objectives of the Programme. | Ensure that strong relationships and networks are built with stakeholders that could contribute meaningfully to the Programme's goals. | |

COMPETENCIES REQUIRED TO OPERATE AT THIS LEVEL

Scoring defined as

| | | | | |
|---------------|---------------|------------|-----------------|-----------------|
| 5 = Essential | 4 = Important | 3 = Useful | 2 = Unimportant | 1 = Unnecessary |
|---------------|---------------|------------|-----------------|-----------------|

| COMPETENCY | COMPETENCY DEFINED | SCORING |
|-----------------------|---|---------|
| WRITTEN COMMUNICATION | Conveying written instructions, reports and management information in an accurate, concrete, clear, concise and understandable way in order to maximise comprehension of the message. | 5 |

| | | |
|--------------------------|---|---|
| MENTAL ALERTNESS | The competency to understand and appreciate new and often complex issues and concepts clearly. | 5 |
| INTEGRITY | The capacity to show consideration and concern; to be honest; to earn the respect of others; to adhere to broad ethical rules and guidelines by showing fairness, impartiality and congruency in all respects; to reflect and apply moral decency; to be trustworthy, responsible and reliable; to be committed to basic principles of decency. | 5 |
| TIME MANAGEMENT | The competency to organise / plan / manage time and to adequately allocate to and divide time between various tasks / aspects of the work. | 5 |
| INTERPERSONAL SKILLS | The Competency to be accepted / to mix/socialise/associate with and to appreciate individuals / groups and their views/needs/ideas | 5 |
| EXCELLENCE ORIENTATION | Displaying pride in and derive personal satisfaction for achieving results, commitment to uncompromising standards of excellent and continuous improvement and determination or self-discipline in completing what has been started. | 5 |
| CUSTOMER ORIENTATION | Focusing on and relating quality standards to customer requirements and directing all activities to meet these. | 5 |
| CONCEPTUAL UNDERSTANDING | The potential or capacity to reason in spatial terms; to see the relationship between parts; to 'complete' the picture; to envisage the whole or end-result; to anticipate the outcome | 5 |
| FEEDBACK | The competency to provide frequent feedback in a positive, helpful and productive manner to reinforce or improve a team or member's approach or contribution. | 5 |
| CLERICAL SKILLS | To be competent to organise / plan/ systematise / handle administrative matters in general; to assist superiors in obtaining files; information; to arrange meetings/appointments etc. | 3 |

Developed by: _____ _____ _____
Name Designation Signature/ Date

Approved by: _____ _____ _____
Name Designation Signature/ Date

Incumbent: _____ _____ _____
Name Designation Signature/ Date