



**Environmental Investment Fund  
of Namibia** | ensuring sustainability

## **Job Description**

**Company Name:** Environmental Investment Fund

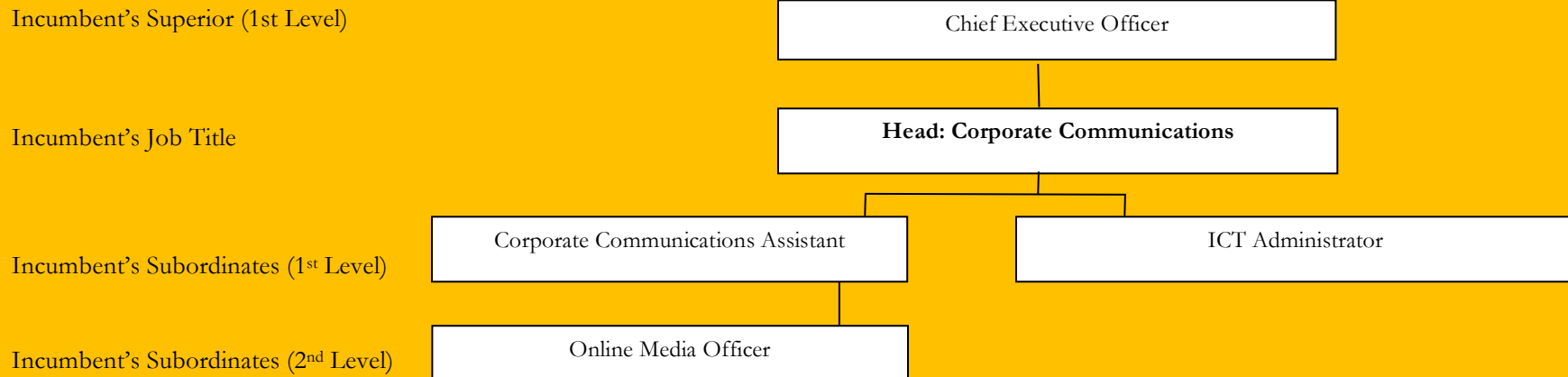
**Title of position:** Head: Corporate Communications

**Division/ Department:** Office of the CEO

**Duty Station:** Windhoek

**Type of position:** Specialist X      Finance\_\_      Administration \_\_      Mixed X      Clerical\_\_

## ORGANIZATIONAL STRUCTURE :



### Purpose and functions of the department:

- The office of the CEO acts as the custodian for the implementation of the EIF Act in ensuring the fulfillment of the organizations mission, that is to promote the sustainable economic development of Namibia through investment in and promotion of activities and projects that protect and maintain the natural and environmental resources of the country.
- The office of the CEO serves to provide strategic direction and guidance for the institution; ensuring that the institution's strategic objectives are in line with its mandate, relevant legislation of which success will hinge on the ability to effectively and efficiently oversee the day to day operations of the institution as per the set strategic plans.
- Oversee, design, and redesign 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 to ensure process enhancement. 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 CEO 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 company, and to develop and direct a complete operational public relations capacity for the Environmental Investment Fund.
- To create and manage the official communication channels between the public and EIF. This involves specified and standardised communication internally, and all responses and press releases to the outside. Furthermore, to shape all official communication of EIF so that credible picture of the company is presented to the outside world.
- To plan and lead the strategic and operational management of ICT and Information system services, meeting the current and future needs of the Fund whilst ensuring the service provision is cost effective, reliable and client focussed.
- To ensure ongoing provision, development and maintenance of the Company's core network infrastructure, business systems and telephony.

### **JOB SPECIFICATIONS**

#### **Typical Academic Qualifications**

- A Bachelors degree in Marketing, Communication Management, Media Journalism, Public Relations or related field from a recognised institution. A Masters in Business Administration (MBA) or post graduate qualification in a related field serves as an advantage.
- 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,) and sufficient IT knowledge to manage a basic IT network.
- Demonstrated knowledge of enterprise resource planning (ERP) and business planning tools.
- Sound project management experience
- Demonstrated understanding of relevant legislation, 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 EIF and SOE Acts.
- Extensive knowledge of relevant partner agencies' Information Disclosure Policies and strategies.
- Knowledge of Namibian Government's IT Growth Policy.
- 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).

<b>Typical Experience background</b>
<p>The incumbent will have a minimum of five (5) years business or communication experience of which at least two (2) 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 environmental journalism would be a distinct advantage,          Project management experience in the implementation of information technology systems and processes at corporate level.</p>
<b><u>GENERAL</u></b>
<b>Autonomy</b>
Incumbent works in close consultation with the Chief Executive Officer, more specifically on external communications
<b>Feedback structure</b>
Incumbent reports directly to the Chief Executive Officer
<b>Work Pressure:</b>
5/5
<b>iv. Special Conditions of Employment::</b>
<i>Availability for travel</i>

Key Focus Areas	KFA defined	How	Why	Frequency
<i>Strategic Communication:</i>	Define, develop and implement the organization's strategic communication strategy	<p>Define, develop and 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	

<i>Advise</i>	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	Provides advice to the CEO on implications of major decisions for the company in order to advise the Board.  Prepares/Drafts speeches for various official purposes for the CEO as well as colleagues when required. Guides department's on donations and other PR activities that impact image at regional level	The Board, its sub committees and CEO's 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	
<i>External Communication</i>	Oversee the distribution of information outside of the organization and ensure that this information is managed effectively	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.  Design an E-Newsletter and ensure timely production of quarterly bulletins. Manage web site content/ information including regular updates of the institutions website.  Create a network of partners in the sustainable development sector. Communicate the Business Plan of the EIF to stakeholders to raise awareness of its existence	Promote EIF activities and ensure that the role of the EIF and its significance thereof is communicated to the general public, essentially create and maintain a strong positive market presence Ensure the timely production and coordination of information to relevant stakeholders	
<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 EIF activities	Coordinate and report on projects with vendors and contractors for the development and production of educational event promotional materials.  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.	Raise awareness of EIF activities and reporting on project performance etc.	

<p><b>Marketing management:</b></p>	<p>Define, develop and execute the organization's Marketing Strategy</p>	<p>Develop Marketing Strategy with the aim of articulating the organization's product and service offerings, key benefits and messages.</p> <p>Create and execute compelling marketing campaigns as part of targeted marketing plans to showcase organization's products and services; and analyze performance that leverage behavioral interest profiling to drive new client acquisition &amp; sales revenue</p> <p>Manage creative production of online and offline marketing assets, graphic design, video production and web development, from the initial concept to finished product and execution</p> <p>Conduct market research on current and new service and product concepts and constantly stay abreast of latest development in the financing sector.</p>	<p>To drive the success of the organization's financing products, services &amp; brand promise in the marketplace</p>	
<p><b>Corporate Policy and Corporate Social Responsibility:</b></p>	<p>Manage the organization-wide Corporate/ Social Responsibility policies.</p>	<p>Develop, implement and maintain the organization's social responsibility strategy, policy and guiding principles</p>	<p>Social responsibility</p>	
<p><b>Brand Management:</b></p>	<p>Official custodian for the EIF brand</p>	<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 company announces officially.</p> <p>Identifies and discusses opportunities for the enhancement of the company wide Corporate Communication image regularly with staff and develops specific activities with them that will further the image of the company.</p>	<p>Establish and maintain a strong and consistent EIF brand so as to maintain confidence in the market and ensure a positive market presence</p>	

		<p>Deals with major inquires 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 quickly 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.</p> <p>Designs and implement a press monitoring system to have a record of press coverage on company events and statements made in public.</p>		
<b>Public Relations:</b>	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	
<b>Media Relationship</b>	Structures the relationship with the media using his own discretion, but within the framework of company 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</p> <p>Ensure that media are involved in major events.</p>	Develop and maintain strong, professional relationships with the media fraternity	
<b>Stakeholder engagement:</b>	Relationship Management	<p>Develop, implement and improve the organization's stakeholder engagement strategy and policy. 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 in environmental sustainability, especially the private sector 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>	

<p><b>Risk Management:</b></p>	<p>Effectively attend to delicate matters that have the potential to negatively impact the organizations image</p>	<p>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.</p>	<p>Ensure that the EIF maintains a good reputation/ image</p>	
<p><b>Information &amp; Knowledge Management:</b></p>	<p>Manage organization wide information and knowledge</p>	<p>Develops and initiates the development of internal communication mechanisms that will ensure the dissemination of official information within the company 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 companies 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>	<p>Ensure easy accessibility of organization-wide information/ data</p>	
<p><b>Advisory Function:</b></p>	<p>Provide expert advice on corporate communication</p>	<p>Provide sound expert and support to management on corporate communication related issues and ensure that the best industry practices are adhered to.</p>	<p>Enable relevant stakeholders to make informed business decisions on matters that may impact the organizations image in one way or the other</p>	
<p><b>Relationships building and networking:</b></p>	<p>Develop and maintain on-going working relationships, networks and partnerships to help achieve business goals</p>	<p>Facilitate the process of joining networks that will contribute towards the goals and objectives of the EIF</p>	<p>Ensure that strong relationships and networks are built with stakeholders that could contribute meaningfully to EIF goals</p>	
<p><b>Information and communication technology management</b></p>	<p>Formulate and lead in the development and implementation of the Fund's ICT strategy in line with policies, processes &amp; procedures to deliver business objective.</p>	<p>Lead the development process of a comprehensive ICT Policy and appropriate strategies to support the delivery of the Fund's strategic objectives.</p> <p>Facilitate the regular review and update of the Fund's overall ICT strategy</p>	<p>Ensure that the IT Policy continues to reflect changes in the Fund's objectives, legislation, and the external technological environment.</p> <p>Ensure adherence and compliance to the policy and ensure that IT usage at the Fund is standardized for all staff.</p>	



<i>Management of Business support services</i>	<p>Effectively lead ICT programmes in support of business systems in the organization and communicate high-level business requirements.</p> <p>Anticipate business needs and identify and propose ICT products and services to fulfill those needs</p>	<p>Manage regular development and implementation projects in support of the company's ICT Policy and relevant strategies and provide support for wider corporate strategies such as HR, Finance, Operations and CRM.</p> <p>Plan and lead the organization in the ICT plans and create awareness in the functional department on the development of specific systems solutions to meet the functional requirements and organization's objectives</p>	<p>Ensure that EIF is a fully IT enabled company, taking advantage of the latest industry IT tools to further the objects the company</p> <p>Drive the digital inclusion process of EIF functions across all of its operations.</p>	
<i>ICT Governance</i>	<p>Lead the demand side of ICT governance on behalf of the organization and communicate high-level business requirements.</p>	<p>Prepare, manage and monitor the ICT Unit's budget</p> <p>Lead, motivate and develop the departmental staff to achieve business and people objectives</p> <p>Manage the unit's communication</p> <p>Identify, implement and benchmark best practices</p> <p>Manage and implement change initiatives to achieve desired business results</p> <p>Review ICT Risk management and Business continuity plans</p>	<p>Ensure that EIF is a fully IT enabled company, taking advantage of the latest industry IT tools to further the objects the company</p>	

**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.	4