

JOB DESCRIPTION SENIOR MEDIA OFFICER - SUVA
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Position	Senior Media Officer
Organization	Consumer Council of Fiji
Tenure	Three years (Contract)
Duty Station	Suva
Reporting to	Manager Campaigns, Information and Media

1.0 Primary Purpose

To empower consumers with knowledge and information in order to bring about reform in policy and practice that adversely affects consumer interests. Identify, critically analyse and mount campaign on key consumer issues to raise awareness and educate consumers to become participative, critical and competent in the delivery of goods and services.

2.0 Organizational Context of Position

The Consumer Council of Fiji (CCoF) is a statutory body established under the Consumer Council of Fiji Act 1976 (Cap 235). The Council is expected to play a positive role in achieving a market place where consumers are well informed, confident and protected from unlawful, deceptive, misleading or otherwise, objectionable practices. The prime function of the Council is to drive real change for consumers based on these five themes-

- Delivering consumer knowledge, skills and information to all
- Championing and protecting the interests of all consumers
- Assist consumers in resolving complaints with traders and service providers
- Driving change (policy/procedures/practices) to benefit consumers
- Enabling consumers to make responsible choices

3.0 Council's Role

The Council's roles are to:

- Improve consumers' ability to make informed decisions;
- Solve consumer complaints through Alternative Dispute Resolution (ADR), Advisory services and legal representation;
- Advise the Minister on such matters affecting the interests of the consumers;
- Collect, collate and disseminate information in respect of matters affecting the interests of consumers;
- Support or maintain legal proceedings initiated by consumers, where such support is deemed necessary;
- Make representations to the government or to any other persons or organisations on any issues affecting the interests of consumers;
- Conduct research and investigations into matters affecting consumers;
- Provide debt management and consumer credit advisory services to financially illiterate consumers;
- Conduct market surveillance to establish product prices and compliance with product labelling and safety requirements including misrepresentation
- Work in partnership with local, regional and international organizations to identify and understand emerging consumer issues, conduct research and campaign on issues in solidarity to change local and global practices.

4.0 Responsibilities of the Position

The key accountabilities of the **Senior Media Officer** are:

4.1 Campaigns, Information and Media (CIM) Support

- **Education and Awareness:** Develop, implement, and manage comprehensive education and awareness programs to inform and educate consumers on their rights and responsibilities, consumer protection laws, and current consumer issues.
- **Information Production and Dissemination:** Lead the creation, publication, and distribution of informational materials, including brochures, newsletters, reports, and online content to ensure accurate and timely information reaches a wide audience.
- **Annual Reports:** Draft, design, and publish the Council's annual reports, ensuring comprehensive coverage of activities, achievements, and financials.
- **Newsletters:** Draft and publish newsletters to keep stakeholders informed about the Council's activities, achievements, and consumer issues.
- **High-Level Presentations:** Prepare high-level presentations for internal and external stakeholders, ensuring clear communication of the Council's goals, strategies, and achievements.
- **Campaign Strategy:** Plan, develop, and execute strategic campaigns addressing key consumer issues, ensuring alignment with the Council's objectives and responsiveness to consumer complaints and emerging trends.
- **Event Management:** Coordinate and manage events such as World Consumer Rights Day (WCRD), ensuring effective promotion, stakeholder engagement, and impactful outcomes.
- **Press Releases:** Craft compelling and informative press releases on significant consumer issues, ensuring clarity, accuracy, and strategic messaging to garner media attention and public engagement.
- **Issues Papers:** Research and draft detailed issues papers on emerging or recurring consumer concerns, providing thorough analysis and recommendations for action.
- **Intern and Volunteer Coordination:** Supervise and guide the daily activities of interns and volunteers within the CIM Division, fostering a productive and educational environment.
- **Social Media Monitoring:** Oversee the monitoring of social media platforms to promptly address consumer queries and complaints, ensuring they are accurately captured and resolved through the complaints management system.

4.2. Content Creation and Production

- **Content Editing:** Edit and refine media-related materials for inclusion on the Council's website, ensuring high-quality, engaging, and relevant content.
- **Graphic Design and Video Editing:** Use professional software to create high-quality graphics, videos, and other multimedia content to support the Division's campaigns and initiatives.
- **Photography:** Capture high-quality photographs during events, campaigns, and other Council activities to document initiatives and create visual content for publications and digital platforms.
- **Social Media Content Production:** Develop and produce engaging content tailored to various social media platforms, including TikTok, Facebook, Instagram, LinkedIn, Viber, and others, ensuring alignment with the Division's communication strategies.

4.3 Media Communication

- **Media Material Development:** Create, review, and disseminate awareness and publicity materials through mass media channels, ensuring consistency and effectiveness in messaging.
- **Media Engagement:** Act as the primary contact for media inquiries, arranging and conducting interviews and briefings on topical consumer issues to ensure accurate representation of the Council's views and activities.
- **Press Liaison:** Establish and maintain regular communication with key organizations and journalists, fostering strong relationships to enhance media coverage and influence.
- **Media Monitoring:** Conduct ongoing media monitoring to identify and analyze relevant stories, advising appropriate staff and ensuring timely and strategic responses.
- **Media Database Management:** Maintain and update a comprehensive database of media contacts, ensuring accurate and up-to-date information for effective communication.
- **Journalist Relations:** Cultivate positive relationships with key journalists to ensure favourable media coverage and support for the Council's initiatives.
- **Support for Media Work:** Assist with various aspects of the Council's media work, including crisis communication, media training for staff, and the development of media strategies.

4.4 Work Programme and Reporting

- **Work Plan Development:** Collaborate with the Manager CIM to develop detailed Work Plans and Business Plans for the CIM Division, aligning with the Council's strategic goals and objectives.
- **Policy Review and Development:** Participate in the review and development of policies for the Division, ensuring they are comprehensive, up-to-date, and effectively implemented.
- **Performance Monitoring:** Consistently monitor and review the performance of the Community Consumer Advisory Group, providing feedback and recommendations for improvement.
- **Activity Reporting:** Produce detailed weekly, monthly, and quarterly reports on Divisional activities, ensuring accuracy, comprehensiveness, and timeliness.
- **Inter-Divisional Support:** Assist other Divisions as required, providing expertise and support to enhance the overall effectiveness of the Council's operations.
- **Donor Funded Projects:** Support Manager CIM in the implementation of Donor Funded Projects in accordance with Work Plans and Project Plans. Monitor and evaluate project activities to measure impact and adjust strategies as needed.
- **Additional Duties:** Perform any other duties as assigned by the Division Manager and CEO, demonstrating flexibility, initiative, and a commitment to the Council's mission.

5.0 Key Selection Criteria

5.1 Qualifications

- A Degree in Public Relations, Journalism, Communications, Literature, Business Administration or any other related qualification is required.

5.2 Technical Expertise

- At least 2 - 3 years of demonstrated experience in information dissemination, education or awareness work.

- Previous experience in media relations, advocacy, campaigns, communications and a track record in securing media coverage.
- Good knowledge of the consumer protection legislations and consumer issues nationally and internationally.
- Experience in online communications including: developing and implementing online strategies and maintaining websites;
- Must possess excellent IT skills.
- Must have excellent translation skills.
- Should have excellent analytical and research skills.
- Extensive experience in copywriting and proofreading within a Public Relations, Journalism or Communications role.

5.3 Key Skills and Competencies

- Ability to design, write and/or produce presentations, press releases, articles, Consumer Watch, reports, publicity brochures, information for web sites and organize interviews and press conference.
- Experience of writing for a range of audiences and using different mediums to produce convincing, clear and succinct content.
- Excellent communication skills (oral and written) and the ability to communicate fluently in English and one other vernacular language.
- Strategic thinker, innovative, performance driven, and an effective decision maker; and has experience of working with digital and social media
- Must be able to forge a sound networking relationship with media organizations for information dissemination.
- Ability to work independently as well as flexibly as part of a team, including the ability to organise work, determine priorities, manage time and get results in a high workload environment; and ability to handle high pressure.
- Keeps abreast of current developments in own area of specialization and brings new ideas to the team.
- Commitment to social justice and the mission and vision of the Council.

6.0 Contacts

This position has regular contacts with the following organizations:

- Consumer International
- Consumers Korea
- VOICE
- CERS
- Australian Consumers Association (Choice)
- FOMCA
- Government Ministries/Departments
- Relevant Statutory Organizations
- Consumer Network
- Fijian Competition & Consumer Commission
- All Media Organizations.

7.0 Challenges and Impact on Organization Results

The challenges facing the position holder include the development of effective communication with the consumers and traders. It also requires building relationships with other organization including media, schools, NGOs, community groups, traders and service providers for advocacy work. The incumbent has to develop and maintain knowledge of monopolies and multinational companies to understand the strategies used which may not be fair to the consumers. Other challenges arise from the very tight decision-making deadlines imposed by consumers, media and other stakeholders, and managing Council's involvement in a range of programs which lands on the Council's lap unexpectedly. The incumbent is expected to take a positive approach to these challenges and develop creative/innovative approaches to handle them. Lateral and strategic thinking is often required to come up with effective and achievable approaches. The incumbent needs to be strongly consumer-focused and, frequently needs to prioritise and manage multiple tasks/demands set by circumstances.

8.0 Organisation Structure

Immediate supervisor: Manager Campaigns, Information & Media

Positions Reporting To You	No of Staff Reporting To Them
None	None