

JOB DESCRIPTION – MEDIA OFFICER - iTaukei

Position	Media Officer (iTaukei)
Organization	Consumer Council of Fiji
Tenure	Three years (Contract)
Duty Station	Suva
Reporting to	Manager Campaigns, Information & Media (CIM)
Salary Band	\$22,900 to \$30,577

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. 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 (CCF) 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 Media Officer iTaukei are:

Campaigns and Information Support

- Carry out all education, information and awareness work for the Council.
- Initiate and organize all information production and dissemination, education and awareness program in iTaukei /English language effectively and efficiently.
- Organize and execute campaign activities. This may include workshops, community visits, mobile units, school visits and seminars.
- Write press releases, feature articles and other related articles/information as requested by the Manager and CEO.
- Develop quality education, awareness and publicity materials including brochures, pamphlets, fact sheets and posters.
- Produce and distribute Council's newsletter.
- Organize and deliver World Consumer Rights Day activities.
- Sourcing pictures and images for Council publications (such as the Newsletter and Annual Report) and Council's website.
- Assist in the update of the Council's website.
- Participate in relevant meetings.

4.2 Media Communication

- Assist in the dissemination of information to consumers in iTaukei /English through mass media, promotions and publications.
- Respond to requests by media for interviews/briefings on topical consumer issues in iTaukei/English.
- Editing media related materials for inclusion on Council's website.
- Managing day to day press liaison with key organisations and journalists on a regular basis.
- Managing and logging daily press enquiries of the Council, responding or forwarding for response as appropriate.
- Maintaining and updating a database of media contacts.
- Managing the Council's website ensuring latest updates are continuously posted.
- Preparation, design and posting of social media content.
- Monitoring social media and mainstream platforms for consumers issues and recording it in a matrix on a daily basis.
- Responding to consumers on the Council's social media platforms and recording it in the Complaints Management System in a timely manner.
- Development and editing of videos for the Council's social media channels.
- Assisting with any other aspects of the Council's media work as directed by the Manager.

4.3 Donor Funded Projects and Reporting

- Assist in the implementation of donor funded projects on consumer advocacy.
- Produce monthly and quarterly Divisional activity reports.
- Assist other Divisions from time to time as instructed by the Manager or CEO.
- Carry out any other duty as assigned by the Division Manager and CEO.
- Any other duties as assigned by the Manager/Chief Executive Officer.

5.0 Key Selection Criteria

5.1 Qualifications

- A Degree in Journalism and mass media communications; Law; Education, Social Science, Economics, Business Administration, Development Studies or any other relevant field.

5.2 Technical Expertise

- At least 2 years of demonstrated experience in information dissemination, education or awareness work.
- Previous experience in media relations 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 designing and publishing skills.
- Must be able to use digital tools in translation.
- Should have excellent analytical and research skills.
- Experience in copywriting and proofreading within a Public Relations, Journalism or Communications role.

5.3 Key Skills and Competencies

- Demonstrated ability to organise work, manage time, determine priorities and meet deadlines.
- Commitment to social justice and the mission and vision of CCoF.
- Experience in planning and managing campaign activities;
- Excellent communication skills (oral and written) and the ability to communicate fluently in itaukei /English.
- Ability to multi – task.
- Good problem-solving attributes.
- Self - Starter, self - organized and motivated.
- Understanding of Council’s obligations to statutory agencies.
- Strategic thinker, innovative, performance driven and an effective decision maker.
- Must be professional and ethical
- Demonstrated ability to work under minimum supervision and heed directives.
- Adheres to the CCoF communication standards, formats, procedures and style.
- Establishes and maintains positive communications with key internal and external partners by seeking input and feedback.
- Shows respect for different attitudes, knowledge and approaches.
- Coordinates own work with that of the team to meet agreed priorities and deadlines.
- Places the team's agenda before any personal agenda.
- Treats sensitive or confidential information appropriately.
- Must have integrity and insight suitable for a Media Officer.

6.0 Contacts

This position has regular contacts with the following organizations:

- Consumers International
- Consumer International- Kuala Lumpur
- 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 (CIM)

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