

JOB DESCRIPTION – MEDIA OFFICER - iTaukei

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| Position | Media Officer (iTaukei) |
| Organization | Consumer Council of Fiji |
| Tenure | Three years (Contract) |
| Duty Station | Suva |
| Reporting to | Manager Campaigns, Information & Media (CIM) |

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 desk are:

4.1 Campaigns and Information Support

- **Advocacy and Outreach:** Plan, organize, and execute face-to-face advocacy, education, and awareness initiatives, including community visits, mobile units, school visits, lecture visits, and trader workshops to promote consumer rights and responsibilities.
- **Content Production and Dissemination:** Develop, produce, and distribute high-quality education, awareness, and publicity materials, including brochures, pamphlets, fact sheets, posters, newsletters, and reports in English and iTaukei to cater to diverse audiences.
- **Campaign Management:** Initiate and implement targeted campaign activities, such as workshops, seminars, exhibitions, and events, ensuring alignment with the Council's objectives and responsiveness to consumer needs.
- **Event Coordination:** Organize and deliver impactful events, including World Consumer Rights Day activities, ensuring effective stakeholder engagement and audience participation.
- **Publications Support:** Source relevant pictures, images, and multimedia for Council publications (e.g., newsletters, annual reports) and digital platforms to enhance content quality and visual appeal.
- **Website Maintenance:** Regularly update and manage content on the Council's website to ensure accurate, timely, and engaging information is available to the public.
- **Stakeholder Engagement:** Represent the Council at relevant meetings and stakeholder consultations, providing input and feedback on consumer issues and initiatives.
- **Content Localization:** Translate or adapt campaign and advocacy materials into Hindi/English as needed to ensure accessibility for different communities.
- **Program Development:** Assist in designing new educational and outreach programs tailored to address emerging consumer issues, incorporating innovative delivery methods.

4.2 Media Communication

- **Media Engagement:** Act as a liaison with media organizations and journalists, managing regular communication to foster strong relationships and secure favorable coverage for consumer issues.
- **Press Enquiries:** Handle daily media inquiries, ensuring timely and accurate responses or escalation to appropriate staff when needed. Maintain a detailed log of all media interactions for tracking purposes.
- **Media Content Creation:** Write, review, and edit press releases, feature articles, and media-related materials for dissemination through various channels.
- **Social Media Management:**
 - Prepare, design, and post engaging content for social media platforms, including Facebook, Instagram, LinkedIn, and TikTok, ensuring alignment with campaign goals.
 - Monitor social media platforms and respond promptly to consumer queries, recording them in the Complaints Management System for tracking and resolution.
 - Develop and edit videos for social media channels, ensuring high-quality, relevant content tailored to target audiences.
- **Media Monitoring:** Continuously monitor social and mainstream media platforms for consumer-related issues, maintaining a daily matrix of key developments and insights to inform campaign strategies.

- **Database Management:** Maintain and update a comprehensive media contact database to ensure efficient communication and outreach.
- **Content Editing:** Edit and refine materials for inclusion on the Council’s website and other digital platforms, ensuring accuracy, relevance, and consistency with the Council’s branding.
- **Crisis Communication:** Assist with managing crisis communication initiatives by responding to urgent media inquiries and coordinating rapid responses to critical consumer issues.
- **Media Strategy Support:** Support the Manager in developing and implementing media strategies to enhance the Council’s visibility and influence.

4.3 Donor-Funded Projects and Reporting

- **Project Implementation:** Assist in the planning, execution, and reporting of donor-funded projects related to consumer advocacy, ensuring adherence to timelines, budgets, and goals.
- **Reporting:** Prepare detailed monthly and quarterly reports on divisional activities and project progress, ensuring accuracy and comprehensiveness.
- **Monitoring and Evaluation:** Participate in the monitoring and evaluation of donor-funded projects to measure impact, identify challenges, and recommend solutions.
- **Inter-Divisional Support:** Provide assistance to other divisions as required, supporting cross-functional initiatives and collaborative projects.
- **Resource Utilization:** Ensure proper utilization of resources allocated for donor-funded projects, maintaining accountability and transparency.
- **Ad Hoc Duties:** Carry out additional tasks as assigned by the Manager or CEO, demonstrating flexibility, initiative, and a commitment to the Council’s mission.

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 |