



Solomon Islands National University

Job Description

Title	Promotion, Marketing & Communication Officer
Incumbent Name	
School/Division	Distance Flexible Learning Centre
Grade/Band	Band
Category	Administration and Management
Reporting position	Manager
Direct Reports	

Summary of Duties

The Key responsibility of the PM & Communication officer is to Promote and Market the services and products SINU has via the Centre for Distance & Flexible Learning. It is also responsible for the communication activities of the centre, which the incumbent will be working closely with the SINU Public Relations Office. He /she will plan, develop, and implement effective communications and outreach strategies to improve operational come-outs, as well as to raise awareness and understanding about, and improve the images of DFL in its study centres throughout the country.

Main Duties and Responsibilities

Key tasks	<ol style="list-style-type: none"> 1. Ensure strategic and timely flow of information and key messages about the Center for DFL office, and its investigative work to internal audiences. 2. Work closely with the CDFL team to organize press briefings and workshops; or broadcasts and other related activities. 3. Write and or oversee the preparation, production, and dissemination of marketing programs (brochures, notes, feature stories, etc.) that promote the image of the DFL office internally and external. 4. Provide regular communication support to DFL's operations and guidance and support to the provincial centres. 5. Monitor and analyze current events public and press opinions 6. Initiate and sustain effective professional relationships with key internal and external stakeholders (particularly the government and its agencies, media, civil society, academia and private sectors)
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	<ol style="list-style-type: none"> 7. Takes personal responsibility and accountability for timely response to client’s queries, requests or needs, working to remove obstacles that may impede execution or overall success of CDFL. 8. Work in close collaboration with the SINU Public Relations Office in planning Promotion and Marketing activities for DFL in the overall SINU-wide plan; 9. Prepare weekly announcements for students and stakeholders for the SINU weekly radio program; 10. Produce brochures and flyers for the different programs and services offered by SINU through its distance & flexible mode; 11. Produce clear and precise monthly reports of the number of materials produced for promotion and marketing; 12. Responsible to draw up the annual P & M budget; 13. Works closely with schools in disseminating information to students; 14. Design and implement online strategies for sending prompts and updates via the online Learning Management System DFL is using.
Dimensions	<p>Problem-solving and impact</p> <ul style="list-style-type: none"> • Promotion and Marketing <i>of the</i> CDFL services and products; • Continuous consultation with LCS, PDP and the Administration on promotional matters. • Management of the DFL Facebook page • Frequent updating of information on the website page and Facebook page. • <i>Frequent</i> checking of students' online interactions; <p>Resource management</p> <ul style="list-style-type: none"> • Work within budget in the implementation of CDFL Promotion and Marketing activities.
Measures of Effectiveness	<ul style="list-style-type: none"> • Be able to deliver monthly reports on the progress of activities and tasks.
General Responsibilities	<ul style="list-style-type: none"> • Marketing, Promotion and Adverting of programs and services of DFL
Decision Making Authority	
Qualifications required	Bachelor's degree or diploma in Journalism or related fields
Experience	

Most frequent Contacts	<p>Essential:</p> <ul style="list-style-type: none"> A degree with 3+ years of relevant experience in a similar job or a Diploma with 5+ years of work experience. Understanding of, and experience in Monitoring, Evaluation and Communication; <p>Desirable:</p> <ul style="list-style-type: none"> Be on time for work Efficiency; Can work after hours and during weekends when required; Strong PC skills and expertise in MS Office applications; Understand and can communicate concepts quickly and accurately; Willing to learn; Strong writing, editing and proof-reading skills; High attention to detail; Ability to prioritize, schedule and meet deadlines; Work both independently and within a team; Ability to work effectively in a fast-paced, dynamic team;
	Faculties, Schools, Stakeholders, Students, DFL staff

Document History

Approval Date/ Date of Classification	
Review Date	
Revision History	

Signatures

Employee	
Manager	
HRM	