

JOB DESCRIPTION		
1	<b>Ministry/Department:</b> Ministry of Trade and Economic Development (MTED)	
2	<b>Job Title:</b> Media and Communication Officer, ICT Unit, Corporate Services Division	
3	<b>Band:</b> L \$22,133 - \$33,194	<b>Post Number:</b> 9
	<b>Location:</b> Nuku'alofa (Tt)	
4	<b>Purpose:</b> The main purpose of this role is to undertake the development and implementation of the Ministry's media and public relations strategy. Sharing and capturing key deliverables of the Ministry to create public awareness and further promote the public image on the Ministry. This role will also lead on other related activities as directed by Head of Division and Chief Executive Office.	
5	<b>Outputs</b>	<b>Key Performance Indicators</b>
5.1	<b>Planning</b> <ul style="list-style-type: none"> <li>➤ Plan, develop and arrange publicity and media programs of the Ministry</li> <li>➤ Liaise with all Head of Divisions their monthly television and radio programs</li> <li>➤ Assist in developing cover pages and capturing images for Ministry Reports</li> </ul>	<ul style="list-style-type: none"> <li>➤ 95% Timeliness and well-organized programs is in place</li> <li>➤ Management is informed in a timely manner</li> <li>➤ Assign work in completed to a high level within the assigned deadline.</li> </ul>
5.2	<b>Organizing</b> <ul style="list-style-type: none"> <li>➤ Update all the Ministry's key highlights on all official social media accounts of the Ministry</li> <li>➤ Organize official photographic shooting of time and place</li> <li>➤ Organize video interviews when required for Press releases</li> </ul>	<ul style="list-style-type: none"> <li>➤ 95% Timeliness and approved by CEO before released</li> <li>➤ Photo shoot is well informed and organized on a timely manner</li> <li>➤ Video interviews are filmed and edited in a professional manner.</li> </ul>
5.3	<b>Leading</b> <ul style="list-style-type: none"> <li>➤ Provide updated videos and pictures of Ministry's activities as required on relevant social media platforms.</li> <li>➤ Monitoring and developing Ministry's press releases and press responses.</li> </ul>	<ul style="list-style-type: none"> <li>➤ 95% timeliness and well-organized updates are provided on social media platforms.</li> <li>➤ Press Releases are published in a timely manner and it a way to gain as much publicity as possible.</li> </ul>

5.4	<b>Controlling</b> <ul style="list-style-type: none"> <li>➤ Develop a media, communication and photographic guideline for the Ministry.</li> <li>➤ Provide and organize television and radio program guidelines for the Ministry with Tonga Broadcasting and other media outlets.</li> </ul>	<ul style="list-style-type: none"> <li>➤ 95% Timeliness and approved by CEO before released</li> <li>➤ Radio and Tv program schedules are updated before the first Monday on every month.</li> </ul>
5.5	<b>Technical</b> <ul style="list-style-type: none"> <li>➤ Operate the ministry is photographic equipment together with microphones and relevant lighting equipment.</li> <li>➤ Assist in designing MTED billboard displays using design software.</li> <li>➤ Operate Ministry drone to capture relevant contents for the ministry.</li> <li>➤ Press Releases are drafted capturing and highlighting the key deliverables of the ministry.</li> <li>➤ All social media platforms and Ministry websites are updated with the ongoing activities of the ministry.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Camera photos are good quality and all equipment are stored and maintained in a professional manner.</li> <li>➤ Billboard designs are published in a professional and timely manner using the design software.</li> <li>➤ Drone license it up to date.</li> <li>➤ 90% Timeliness and accuracy.</li> </ul>
5.6	Carry out any other duties as may be directed by the Head of Corporate Services Division or the CEO	<ul style="list-style-type: none"> <li>➤ Timeliness and accuracy of carrying out other tasks as directed</li> </ul>
6	<b>Reports Directly to:</b>	<b>Head of Corporate Services</b>
7	<b>PERSON SPECIFICATION FOR THIS POST</b>	
7.1	<b>Special Skills:</b>	High level of technical skills, Strong analysis skills, Attention to detail, Team-working skills, Written and verbal communication skills, Interpersonal skills, Flexibility, Adaptability and Initiative
7.2	<b>Communication and Language Skills:</b>	Effective communication skills; fluent both in Tongan and English (oral and written).
7.3	<b>Personal Attributes:</b>	Committed to hard work, honest, reliable, team worker/leader, responsible, accountable, problem solver, and confidence, organized and professional.

7.4	<b>Education and Experience</b>	<ul style="list-style-type: none"> <li>➤ Bachelor's degree with no working experience</li> <li>➤ Diploma Certificate with at least 2 years' experience in a similar role or at least 3 years relevant working experience.</li> </ul> <p><b><u>Qualification acceptable for this role must be in Media and Communication, Administration, Public Policy, Social Science, Human Resource Management, Management, Commerce, Economic Development, Business, Advertising, Marketing, Graphics Design, or Arts from a recognized educational institution.</u></b></p>
8	<b>BEHAVIOURAL CORE COMPETENCIES</b>	
	Core Competency	Standards
8.1	<b>Change and Innovation</b>	<ul style="list-style-type: none"> <li>☑ Stays informed and actively contributes to change initiatives</li> <li>☑ Looks for ways to demonstrate innovation and initiative in work area</li> <li>☑ Anticipates emerging issues and looks for ways to improve work practices.</li> <li>☑ Takes a big-picture view of change and models a positive, constructive approach to managing it</li> <li>☑ Focuses on benefits and ways of overcoming obstacles</li> </ul>
8.2	<b>Interpersonal Skills</b>	<ul style="list-style-type: none"> <li>☑ Actively shares information with appropriate people and checks for understanding where necessary</li> <li>☑ Presents clear, courteous and concise oral and written communications.</li> <li>☑ Engages positively and persuasively with program stakeholders as appropriate.</li> <li>☑ Develops rapport with people at all levels inside and outside the organization to further the goals of the organization.</li> </ul>
8.3	<b>Integrity / Accountability</b>	<p>Seeks to achieve results which are in the best interest of the organization</p> <ul style="list-style-type: none"> <li>☑ Uses honesty and appropriate disclosure with customers, employees, and management.</li> <li>☑ Accepts responsibility and acknowledges problems or mistakes and commits to necessary corrective action.</li> </ul>

		<input checked="" type="checkbox"/> Taking personal accountability for all aspects of their work and self-managing to improve their own and team performance
8.4	<b>Results Orientation</b>	<input checked="" type="checkbox"/> Delivers high quality results on time. <input checked="" type="checkbox"/> Overcomes roadblocks/setbacks to deliver results. <input checked="" type="checkbox"/> Identifies problems early and takes appropriate action. <input checked="" type="checkbox"/> Thinks outside of the box to achieve the best results for an internal/external customer.
8.5	<b>Teamwork and Collaboration</b>	<input type="checkbox"/> Demonstrates ability to get along with others/is respectful of co-workers and promotes teamwork. <input checked="" type="checkbox"/> Takes the initiative to make things better and seeks out/accepts new or additional responsibilities readily. <input checked="" type="checkbox"/> Is open with other team members about his/her concerns <input checked="" type="checkbox"/> Actively shares information with appropriate people and checks for understanding where required.
8.6	<b>Customer Focus (internal and external)</b>	<input checked="" type="checkbox"/> Takes personal responsibility for ensuring any issues raised by customers are responded to promptly; <input checked="" type="checkbox"/> Accepts responsibility for mistakes, apologizes and makes suitable and timely amends. <input checked="" type="checkbox"/> Treats all clients with respect and cultural awareness
8.7	<b>Self Confidence and Assertiveness</b>	<input type="checkbox"/> Displays confidence in interacting with people at all levels of responsibility, and in all parts of the organization. <input checked="" type="checkbox"/> Deals constructively with failures and mistakes and addresses conflict directly to resolve issues in a timely fashion.
8.8	<b>Building individual capacity</b>	Seeks to continue developing new skills to adapt to a changing environment and for personal/professional growth
<b>9</b>	<b>ENDORSEMENT WITH NAME, SIGN AND DATE</b>	
9.1	<b>Media and Communication Officer</b>	Name: Vacant Sign: .....  Date : .....