



EASTERN REGIONAL HEALTH AUTHORITY

POSITION DESCRIPTION

1. JOB TITLE COMMUNICATIONS OFFICER	2. DIVISION HEAD OFFICE	3. DEPARTMENT CORPORATE COMMUNICATIONS
4. ORGANISATIONAL RELATIONSHIP The Communications Officer will report to the Manager-Corporate Communications.	5. NATURE & SCOPE The Communications Officer is responsible for executing the corporate communication function of the authority in collaboration with the Manager-Corporate Communications.	
6. SPECIFIC ACCOUNTABILITIES The Communications Officer: <ul style="list-style-type: none"> ❑ Assists in creating and implementing plans and strategies in collaboration with the Manager-Corporate Communications. ❑ Prepares advertisements for job vacancies, notices etc. ❑ Prepares promotional material such as newsletters, magazines, brochures, newspaper supplements and other materials for all departments in the Authority as required. ❑ Executes internal and external activities and events of the Authority in collaboration with the Manager-Corporate Communications as they arise. ❑ Prepares operational information and statistical reports on a weekly basis. ❑ Monitors social media platforms including daily newspapers as it relates to the Authority. ❑ Prepares content and updates the website and social media platforms. ❑ Conducts research and utilizes other data in the analysis and evaluation of information for the preparation of policy documents, briefs, working papers and presentations. ❑ Monitors news/information on traditional and social media platforms as it relates to the Authority and the health sector in general and alert the Manager-Corporate Communications of negative media coverage or new developments. ❑ Provides photography support for the Authority where necessary. ❑ Represents the department in both internal and external meetings as required. ❑ Performs related work as may be required by the appropriate Authority. 		
7. KEY KNOWLEDGE, SKILLS AND ABILITIES <ul style="list-style-type: none"> ❑ Must possess sound theoretical and practical knowledge of public relations and corporate communications fundamentals. ❑ Excellent communications skills, both oral and written. ❑ Must possess effective analytical, diagnostic and interpersonal skills. ❑ Ability to work with minimal supervision. ❑ Ability to multitask large projects as well as daily duties of the department. 		

8. MINIMUM TRAINING AND EXPERIENCE

- B.Sc./BA in Communications/Mass Communications.
- Computer Literate: Proficiency in MS Office Suite, Adobe Illustrator, Adobe Photoshop.
- Training and experience in media relations.
- Three (3) years training and experience in a similar or related job function.
- Understanding of the Institutional and Legal framework in the Authority.

9. SUPERVISORY RESPONSIBILITIES

- Clerical Staff

10. COMMUNICATION AND WORKING RELATIONSHIP

Internal:

- Manager-Corporate Communications
- Chief Executive Officer
- General Manager-Human Resources
- General Manager-Finance
- Health promotion personnel of the Authority
- Representatives from all departments in the Authority

External:

- Ministry of Health Personnel (Corporate Communication, Health Promoters, Minister's Office).
- Corporate sponsors/Stakeholders/Suppliers.