

<b>Job Title:</b>	<b>Communications Manager</b>	<b>Employment Status</b>	Regular Employment
<b>Reports to:</b>	Communications Manager	<b>Job Code:</b>	TBA
<b>Department/Group:</b>	Communications Unit	<b>Work Location:</b>	Ortigas/ Clark Field, Pampanga

PDRF is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups are equally encouraged to apply. All applications will be treated with the strictest confidence.

PDRF does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination. All selected candidates will, therefore, undergo rigorous reference and background checks.

## Job Description

### Background

Under the guidance and direct supervision of the PDRF Executive Management, the Communications Manager designs, manages and facilitates the implementation of the Organization's communications strategy with a view to influence the development agenda, to promote public and media outreach and to mobilize financial support for PDRF.

The Communications Manager supervises the communications staff of the organization and has a strong regular working relationship with the Executive Management. The Communications Manager also works in close collaboration with the Management Support Unit, Programme and Operations teams, communications officers, PDRF HQs staff, and Government officials, international and local media, subject matter experts, multi-lateral and bi-lateral donors and civil society ensuring successful PDRF communication strategy implementation. The Communications Manager also provide support to the Admin and Cluster Coordinator's for official visits, PDRF events, and other key activities.

## Duties and Responsibilities

### Summary of Key Functions:

1. Increase organizational ability to communicate effectively
2. Plan and design the Organization's Communications Strategy

3. Supervision of maintenance of the PDRF website, intranet, web-based knowledge management system
  4. Communicate organizational results through launches, campaigns, outreach and public information.
1. Increase organizational ability to communicate effectively:
    - Strengthen internal communications by improving systems for increased information sharing, such as strengthening the Communications Intranet as an information resource accessible by all staff. Build on existing photo and public information material library, and update guidelines on communications activities such as: dealing with the media, communicating results, writing a press release, event media management
    - Through training and advisory support, strengthen the ability of Programme and Project staff to clearly communicate results to different audiences.
  2. Plan, design and implementation of the communications strategy in line with the Organization's Programme Action Plan focusing on the achievement of the following results:
    - Lead the design and implementation of the communications strategy and unit workplan with the support of the Communications Officer.
    - Manage the communications unit to carry out all activities outlined in the Unit workplan.
    - Coordinate and manage all publications, including content management, norms for publishing, design, liaison with printers and other suppliers to oversee production and supervision of publications dissemination.
  3. Supervises the maintenance of the PDRF web site and multimedia public information materials, focusing on achievement of the following results:
    - Maintenance of office web site to meet corporate requirements in cooperation with the IT unit.
    - Supervision and preparation of the content for the web sites ensuring consistency, relevance and timeliness of the materials, increasing and maintaining multimedia content
  4. Communicates organizational result using the following methods:

#### **Launches, campaigns, key messages**

- In consultation with the executive management, design organizational key messages and deliver them through appropriate means such as campaigns, events, media briefings, and story pitches to local and regional media that position PDRF and influences the development agenda based on organization's programme priorities.
- Manage, promote and disseminate corporate advocacy materials for launching flagship initiatives and publications such as the Human Development Report.
- Locally promote corporate public information campaigns on PDRF activities.

## **Outreach**

- Lead promotional activities to position PDRF as a leader on Disaster Management.
- Increase coverage and understanding of the PDRF's work in the country or practice area through development and maintenance of media contacts and providing newsworthy information to national public and donors.
- Format, package and present programme initiatives/achievements in the form of factsheets, policy papers and issues papers for stakeholders and for donor audience to support resource mobilisation.
- Develop and maintain close contact with partners including, government agencies donors, civil society and private sector for implementation of the communications strategy. Provide media management support to events, roundtable discussions, press conferences, briefing sessions, interviews, launches, etc.
- Organization and implementation of PDRF information campaigns
- Ensure access for journalists to subject matter experts.
- Maintain quarterly e- and hard copy newsletter to donors, government, civil society, students and other audiences.

## **Public information**

- Effective responses to media inquiries for public information materials.
- Innovative and creative solutions to sensitive or corporately strategic public communications issues. Develop crisis communications strategies when needed
- Advocacy and promotion of PDRF mandate, mission and purpose.
- Assist in setting milestones and timelines.

**Ensure the integrity, confidentiality and security of all communication datasets.**

## **Qualifications and Education Requirements**

- At least a Graduate of Bachelor's degree in Creative Writing / Development Communication or A Master's degree in media relations, journalism, publishing (a plus)
- Has at least two-year experience in writing for a non-profit / humanitarian organization
- A keen interest in disaster risk reduction and management is preferable
- Experience in graphic design and layout is preferable
- Experience in technical communication
- Relevant communication management experience in a humanitarian context is desirable.

## Competencies

### Corporate Competencies:

- Demonstrates integrity by modeling the PDRF's values and ethical standards
- Advocates and promotes the vision, mission, and strategic goals of PDRF
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favoritism

### Functional Competencies:

#### Knowledge Management and Learning

- Shares knowledge and experience and contributes to PDRF's Practice Areas
- Encourages office staff to share knowledge and contribute to PDRF's Practice Areas
- Develops deep knowledge in Practice Areas
- Demonstrates strong coaching/mentoring skills, regularly providing helpful feedback and advice to others in the office
- Actively works towards continuing personal learning and development in one or more Practice Areas, acts on learning plan and applies newly acquired skills

#### Development and Operational Effectiveness

- Ability to elaborate and implement communications and publications strategies
- Demonstrated effectiveness in developing media campaigns, including well-written information about PDRF, its objectives and activities.
- Ability to effectively manage an advocacy campaign
- Demonstrates excellent ability to write and communicate orally with accuracy and professionalism
- Ability to effectively plan and manage the Unit
- Communicates sensitively and effectively across different constituencies
- Demonstrates strong IT skills

#### Management and Leadership

- Focuses on impact and result for the client
- Leads teams effectively and shows conflict resolution skills
- Consistently approaches work with energy and a positive, constructive attitude
- Builds strong relationships with clients and external actors
- Demonstrates openness to change and ability to manage complexities
- Responds positively to critical feedback and differing points of view

**Communication:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.

**Planning& Organizing:** Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently.

Reviewed By:	HR Manager	Date:	11/23/2020
Approved By:	Executive Director	Date:	
Last Updated By:	HR Manager	Date/Time:	11/23/2020