

W Job Title: Manager/Director Communications		
Reporting to: Chief of Quality Assurance and Monitoring	Job Group: OP-3 (A/B)	Department: Communications

Why should you join us?

At USF Pakistan, we give you the opportunity to become a competent professional in an environment of diversity, integrity, growth and innovation. The organization offers professional working environment and provides with the opportunity to work on projects with national impact. You will play a key role in making meaningful impact in a dynamic work environment.

Goals

- **Provide strategic counsel to senior management on reputational risk, public perception, and stakeholder communications.**
- **Ensure communications governance, approvals, and compliance with public sector regulations and Government of Pakistan protocols.**
- Develop and implement a cohesive Marketing/Communications strategy for USF in line with the Company objectives and the Ministry of IT and Telecommunication (MoITT).
- Develop, manage and oversee a diverse marketing/communications team.
- Control and oversee the flow of communication and information between the Ministry, USF and the public.
- Manage the communications department, act as the face of the organization at media events, and direct marketing and public relations campaigns.
- Develop effective messaging and communication strategies, including creating or overseeing the creation of promotional and informative materials for public distribution.
- Manage and work with all forms of media, including press releases, digital campaigns, print materials, social media, audio, and video content.
- Identify communication gaps and opportunities to increase USF's brand awareness, Program impact and support the development of Marketing/Communication strategies, including PR, Media, Digital, Branding, and Events
- Define, manage, and execute the media plan in collaboration with the local media agency.
- Steer communications strategy of USF to align with the overall vision and mission of the Ministry of IT and Telecommunication (MoITT) & Government of Pakistan.
- Develop PR and Communication strategy for media relations, public relations, and digital marketing activities to achieve desired brand outcomes.
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- Plan, manage, and monitor the yearly communication, PR, and marketing budget.
- Execute print advertisements/advertorials and liaise with relevant agencies (PPRA, PID) and advertisement teams for appropriate positioning.
- Manage and oversee various content, including articles and branding for communication materials across all distribution channels.
- Oversee the planning, editing, and development of content for internal communications mediums such as company intranet, monthly magazine, newsletters and/or regular email bulletin, including content layout.
- Develop and maintain good press and public relations to maximize PR coverage and brand exposure across the country.
- Develop and cement media, PR agency, blogger, and influencer relationships to expand USF's public audience.
- Actively engage media and key influencers on all subjects relevant to USF regarding new initiatives, projects, and project launches.
- Develop and manage Crisis Communication, responding quickly and professionally to crises or challenging situations.

Your Typical day at work

- Represent USF in high-level forums, stakeholder meetings, and inter-ministerial engagements as required.
- Oversee agency performance, vendor selection, and contract management related to communications and media services.
- Coordinate and oversee the implementation of the Marketing/Communications strategy.
- Lead and manage the communications team, providing guidance and support to ensure effective performance.
- Oversee the creation and distribution of promotional and informative materials to the public.
- Manage relationships with media and PR agencies, ensuring alignment with corporate guidelines.
- Plan and monitor the communications budget, adjusting as necessary.
- Collaborate with digital marketing teams to enhance social media presence and brand awareness.
- Review and approve content for various communication materials and distribution channels.
- Prepare executive messages, internal memos, and presentations for sharing key information.
- Develop and maintain internal communication strategies to ensure consistent and clear messaging within the organization.
- Engage with media, bloggers, and influencers to enhance PR coverage and brand awareness.
- Organize and execute organization & industry liaisoning engagement events (contract signings, partnership events, global observances, delegation visits, workshops etc.), ensuring high standards and effective media engagement.
- Continuously seek opportunities to improve communication strategies and tactics to support organizational goals.
- Any other task as assigned by line Management.

Eligibility Criteria

Education:

- Master's degree in mass communications, media, business administration, public relations, Public Policy, Advertising, Journalism, Marketing.

Work experience:

- **Minimum 5 years (for Manager) - 10 years (For Director)** of relevant post master's qualification work experience in communications or related field.

Core Areas:

- Lead and manage the communications team to ensure high-quality performance and output.
- Develop, coordinate, and oversee the implementation of the organization's internal and external communications and marketing strategy.
- Proven expertise in strategic communication planning and delivering high-quality, multi-channel content.
- Proven expertise in digital communication, with hands-on experience in digital marketing and social media strategies.
- Experience in planning and executing digital campaigns.
- Hands-on experience in using social media analytics tools such as Google analytics etc. that would generate data-driven performance reports.
- Experience of leading institutional goals, brand positioning, stakeholders' engagement, campaign rollouts and event management.

Additional Preference Areas:

- Proficiency in graphic design tools like Adobe, Canva etc.
- Experience engaging with bloggers, influencers, and digital PR for enhanced brand reach.
- Experience in engaging with internal and external stakeholders to build strong relationships.
- Proven ability to liaise with stakeholders during high-profile events and media interactions.

Functional Skills / Knowledge Areas

- Executive-level report writing, briefings, and presentations
- Strategic Communication Planning
- Media Relations
- Crisis Communication
- Content Creation and Management
- Internal Communication
- Public Relations
- Digital Marketing
- Event Management
- Excellent Report writing and presentation skills
- Ability to work under strict deadlines and intense pressure
- Adaptability and Flexibility