



## POSITION: COMMUNICATIONS & MARKETING MANAGER

The Voice Inc. (TVI) is a dynamic development organization that believes in the power and potential of young people.

<b>Position</b>	Communications & Marketing (C&M) Manager
<b>Reporting to</b>	Operations Director and Senior Leadership Team
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. Creates and delivers and an effective and impactful marketing campaign that supports the objectives of the Clean Gen Campaign and TVI</li> <li>2. Oversees internal and external organisation communications</li> </ol>
<b>Key Responsibilities</b>	<p>The C&amp;M Manager has overall forward vision and oversight of TVIs Communications and Marketing at the strategic and implementation level.</p> <p><b>Strategy and Compliance</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop and/or implement a high level Marketing and Communication strategy that cohesively links together all TVIs C&amp;M platforms and tools in the achievement of organisational goals</li> <li><input type="checkbox"/> Ensure monitoring, regular review updating of the strategy</li> <li><input type="checkbox"/> Oversee the M&amp;C Calendar</li> <li><input type="checkbox"/> Ensure C&amp;M related policy and procedure are updated and implemented (e.g. Social media policy, consent to use images)</li> </ul> <p><b>Branding</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ensure TVIs branding requirements are adhered to in external print, online and merchandise</li> <li><input type="checkbox"/> Ensure storage and availability of branded templates and material for other staff members to use</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Oversee TVI social media accounts including Facebook, Twitter and Instagram</li> <li><input type="checkbox"/> Manage the regular flow of content from Clean Gen activities on campus and KomUNITY onto TVI social media sites</li> </ul> <p><b>Website</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Oversee website update (using contractors as needed)</li> </ul>

	<ul style="list-style-type: none"> <li><input type="checkbox"/> Support TVI staff to upload and access content as required</li> </ul> <p><b>Merchandise</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Oversee purchase, tracking and distribution of merchandise to CfLs and other staff as required</li> <li><input type="checkbox"/> Oversee strategic use of merchandise including 'for sale' merchandise in the TVI shop or online</li> </ul> <p><b>Magazine and Newsletter and Print</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Oversee creation and distribution of Monthly TVI newsletter</li> <li><input type="checkbox"/> Oversee creation (manage a contractor if required) and distribution of Quarterly Clean Gen Magazine</li> <li><input type="checkbox"/> Oversee the writing and dissemination of media releases</li> <li><input type="checkbox"/> Manage or commission longer form articles for print</li> </ul> <p><b>Video, TV and Radio</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Manage or commission video products needed for various TVI platforms</li> <li><input type="checkbox"/> Oversee relationship with TV outlets and manage or commission content/ interviews etc. as required</li> <li><input type="checkbox"/> Oversee relationship with TV outlets and manage or commission content/ interviews etc. as required</li> </ul> <p><b>Event Oversight</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Oversee large and signature TVI events e.g. National Conference</li> <li><input type="checkbox"/> Support other team members (e.g. Program Officers) to ensure campus and KomUNITY events are effectively branded and delivered</li> </ul> <p><b>Information Database Oversight</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Oversee C&amp;M Officer to ensure maintenance of TVI's database including: Clean Gen on Campus and KomUNITY</li> </ul>
<p><b>Selection Criteria</b></p>	<p><b>Mandatory</b></p> <ol style="list-style-type: none"> <li>1. Minimum Bachelor Degree in communication, marketing or similar</li> <li>2. Proven high level experience designing and implementing development or change marketing and communication campaigns in PNG</li> <li>3. At least 5 years' experience working in marketing and communications for an organisation or as a consultant</li> <li>4. Proven high level skills in writing (e.g. articles, blogs, marketing content)</li> <li>5. Proven high level skills in design (e.g. ability to use Photoshop, InDesign)</li> <li>6. Proven experience managing communication platforms including websites, Facebook, radio, TV</li> </ol>

	<p>7. Experience writing a marketing and communication strategy</p> <p><b>Desirable</b></p> <p>1. Experience with Event Management</p>
<b>Remuneration</b>	This is a senior leadership position within The Voice Inc with an appropriate remuneration package.
<b>Application Process</b>	<p>To apply please email:</p> <ol style="list-style-type: none"> <li>1. Your Resume</li> <li>2. Response to selection criteria of no more than 2 pages</li> <li>3. Optional Cover letter of no more than 1 page</li> </ol> <p>To: <a href="mailto:info@thevoicepng.org">info@thevoicepng.org</a>  Deadline for applications is: 5:00pm 16 November 2018. For more information call: 7203 2055 or email us on the above address.</p>