

Duties: Post of Public Relations and Communications Manager (on Contract)

**Reporting to**: General Manager/ Deputy General Manager (Administration)

**Responsibilities:**

* To develop and implement the WMA’s overall strategic public relations and customer care programs related to all WMA activities which include customer, media and community relation.
* To Communicate with Ministries, Government bodies and Funding agencies.
* To assess and benchmark public satisfaction with public image of WMA, develop strategies and implement measures to improve such corporate image.

**Duties:**

Duties include the following and are not limited to:

1. To act as spokesperson of the WMA.
2. To head and manage the Public Relations / Customer Care Department of the WMA.
3. Communication with local, national and international media as and when required.
4. Initiate and maintain contact with the media.
5. Arrange for press conferences and issue press releases / radio and TV communiqués on developments and accomplishments of WMA.
6. Communicate with key stakeholders related to WMA activities.
7. Plan, organise and coordinate events, ceremonies and visit from Government Officials and Dignitaries.
8. Participate in meetings with local authorities, businesses and professional organisations.
9. Participate in the development and display of exhibits to showcase WMA operations.
10. Coordinate with Consultants and Contractors on PR issues related to WMA Projects/ key stakeholders.
11. Promote and maintain effective relationship between WMA and the community as appropriate during Project implementation.
12. Develop informational material and brochures for distribution to the general public.
13. Prepare and update Annual PR reports and strategies.
14. Conduct public opinion and attitude surveys to identify the interests and concerns of key groups served by their clients.
15. Plan and organize workshops, meetings and other events for information purposes.
16. Prepare and deliver educational and informational materials to increase awareness of WMA’s activities.
17. To prepare and manage the PR and Customer Care budget.
18. To train relevant staff in the PR and Customer Care Section
19. To enhance internal communication within the Authority.
20. Responding to crises or challenging situations quickly and professionally.
21. Develop and implement policies and procedures for communicating on behalf of the Authority that represents the corporate identity, and promotes and supports the organisation’s mission.
22. Seek new methods and creative strategies to increase internal and external awareness of key events and changes in the organization including the implementation of Wastewater projects.
23. Follow up on updates and development of WMA website/ online content/social media as appropriate.
24. Promote the Corporate image of the WMA.
25. Carry out any other cognate duties as and when required by the Authority.