

## SAMOA WATER AUTHORITY

### Position Description

<b>Position Title:</b>	<b>Team Leader - Public Relations and Marketing</b>
<b>Salary Grade/Rate:</b>	<b>Grade 7 / Step 1</b>
<b>Responsible to:</b>	<b>Manager – Corporate Management Division</b>
<b>Section:</b>	<b>Public Relations and Marketing Unit</b>
<b>Division:</b>	<b>Corporate Management Division</b>

#### **Position Overview:**

Responsible for overseeing the work of the Public Relations Unit. The main responsibilities include but are not limited to the administration of all media related activities, community outreach, awareness programs and marketing initiatives.

#### **Duties & Responsibilities:**

1. Coordinate all media matters in terms of notices, press releases and planning of media related events such as press conferences official launch and site visits.
2. Plan and implement Community awareness and outreach programmes for SWA and project purposes for the public on all Water Services issues.
3. Prepare outcome reports for specific community awareness and outreach workshops for villages and schools highlighting issues and outcomes discussed and any proposed recommendations for SWA to address in future programmes.
4. Develop and review promotional materials for educational awareness of SWA services to customers and stakeholders (brochures, newsletters, pamphlets and so forth).
5. Organise and Coordinate SWA's participation in National commemoration programmes, public presentations for events such as world water day, water sector annual review, environment week and so forth.
6. Coordinate proposed budget for all media production for the Authority's advertisements and awareness programmes.
7. Assist in facilitating the annual review and compilation of the SWA Authority's Reports (Annual Reports, Quarterly Reports and so forth).
8. Develop public relations strategies, policies and communication plan to guide the duties of the Public Relations Unit.
9. Responsible for translation of all office documents including the Annual Report, collate information to draft speeches for public presentations and major events.
10. Liaise with CIT team on updating information on the website for public awareness and promotion of SWA services.
11. Supervise and monitor activities and performance of staff in the PRU section.
12. Administer the production and distribution of SWA's monthly bulletin for circulation of information related to SWA services.
13. Formulate and coordinate marketing strategies activities to promote a positive image of the Authority.
14. Represent SWA in internal and external meetings with emphasis on public relation issues.

**Position Requirements:**

1. Degree in Management, Art or a Social Science discipline interrelated with management, marketing, education or other related areas (essential)
2. Minimum of 5 years related work experience (essential).
3. Must have knowledge in the development of Media Production and Educational awareness materials (essential).
4. Must have highly developed communication skills (oral and written) in both Samoan and English (essential).
5. Must be self motivated with the ability to progressively coordinate effective media and community relations (essential).
6. Must be self-motivated with the ability to progressively coordinate effective media and community relations' initiatives (essential).
7. Must have excellent organizational, planning, analytical & report writing skills (essential).
8. Must have the ability to supervise and manage resource allocation (staff & budget) of a small unit (essential).
9. Must have excellent presentation & public relation skills (essential).
10. Must be proficient in Microsoft software such as Word, Excel, photoshop, canvas, to name a few (essential).
11. Demonstrate pleasant personalities, integrity and excellent work ethics (essential)
12. Must hold a valid divers License (desirable)

**All signatures to be completed prior to filing**

	Name/Signature	Date
Prepared by	 _____ Paiamio Agaiava <b>Team Leader HRM</b>	16/9/2024 -----
Reviewed by	 _____ Ruby Shek <b>Manager Corporate Management</b>	16/9/2024 -----
Approved	 _____ Fuimaono Dominic F. Schwalger <b>Managing Director</b>	25/9/24 -----

