



African Trade Insurance Agency

Agence pour l'Assurance du Commerce en Afrique

Senior Communications Officer

GRADE: PS3

DEPARTMENT: Communications

REPORTS TO: CEO

SUPERVISION: Communications Officer & Bilingual Administrative Assistant

PURPOSE:

The incumbent is responsible for the overall management of the ATI's brand. This involves reputational management, marketing and public relations activities.

PRIMARY RESPONSIBILITIES:

- Manage the department's annual and AGM budgets;
- Create and implement an annual communication strategy;
- Manage the production and distribution of reports, presentations, press releases and announcements produced by ATI;
- Write and edit press releases, in-house newsletters, presentations, speeches, articles, promotional material and annual reports;
- Produce ATI's annual report, which includes coordinating input from management and all stakeholders and production;
- Work with HR to create an internal communications plan that will incorporate targeted messaging to help foster an environment of transparency and unity;
- Plan and implement PR campaigns;
- Act as the company's spokesperson when required;
- Media management - develop and maintain good working relationships with the media, including domestic and international newspapers, magazines, radio and television;
- Expand media database to include contacts at top-tier international media outlets;
- Work with the Underwriting and relevant departments in reviewing, updating, and producing marketing brochures, handouts, and multimedia and digital products;
- Answer enquiries from individuals, journalists and other organizations; and
- Manage organization of special events, such as ATI's annual international Roundtable, AGM-related activities, office launches, workshops, press conferences and exhibitions.

PERSON SPECIFICATIONS

Academic Qualifications

- Master's degree in Communications, Marketing, Public Relations or related field;
- Bachelor's degree in Communications, Marketing or Public Relations or related field

Professional Qualification

- Professional qualification in Communications, Marketing or Public Relations

Experience

- Minimum eight (8) years of relevant full time professional experience in PR and communications work;
- Experience working in an international financial institution, an investment insurance environment and a multi-cultural environment will be an asset

Skills and Attributes

- Fully bilingual in English and French;
- Demonstrated ability to synthesize complex issues into clearly written articles, speeches and press releases in both English and French;
- Knowledge and experience in marketing;
- Demonstrated skills in creating and implementing communications strategies in large institutions; and
- Experience in designing and implementing short, long-term strategic marketing and/or PR plans.