



COMMONWEALTH  
TELECOMMUNICATIONS  
ORGANISATION

## **Manager, Membership and Communications, Full-time, Four (4) years Contract**

The Commonwealth Telecommunications Organisation (CTO) is the oldest and largest Commonwealth intergovernmental organisation in the field of information and communication technologies. Although our history is traced back to 1901 with the establishment of the Pacific Cable Board, the organisation has only existed in its present form as an intergovernmental treaty organisation since 1967. With a diverse membership spanning developed and developing countries, small island developing states, the private sector and civil society, the CTO aims to become a trusted partner for sustainable development for all through ICTs.

This strategic position is responsible for managing all aspects of the CTO's relations with its Members. He/She will also be responsible for ensuring that the communications needs of the organisation are met and all reports, correspondence and other forms of communications are of a high standard.

The Department's main objectives are to manage the acquisition, retention and support of Members and to ensure that the communication needs of the CTO are satisfied. The post holder will be responsible of monitoring and maintaining the quality of membership data, reporting on and interpreting membership recruitment and retention statistics and monitoring department budget income and expenditure. In addition to this, the Membership Manager will ensure membership process are documented and up to date and manage robust testing of any software changes and smooth implementation of change.



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## **REQUIRED QUALIFICATION AND SKILLS**

- Educated at degree level or higher in Communications, Marketing, Business Administration, Journalism, Public Relations, International Relations or other related fields. Work experience at an equivalent level is also acceptable.
- Inspiring, visionary leader with strong interpersonal skills. Capable of managing teams and driving results.
- Minimum of 4 years experience working in a management or leadership position where duties involve membership and communications.
- Experience with the content production, media communications, and social media interactions by the business as well as creating reports and presentations to be presented to relevant stakeholders.
- Advanced knowledge of MS Office applications (Word, Excel, and PowerPoint) and Desktop Publishing tools/applications.
- Excellent communication skills in both written and verbal forms.
- Proven ability to prioritise workload and to meet tight deadlines
- Ability to multi-task and work independently as well as in a team
- Attention to detail and highly resourceful
- Ability to maintain a high degree of responsibility, discretion and confidentiality
- Experience at a membership based regional or international organisation preferable
- Multilingual fluency preferable



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### **Salary**

Starting salary will range from **£36,360 p.a. to £42,536 p.a.** depending on the qualification and experience

Plus benefits which include; 25 days holiday per year, contributory pension scheme. After probation period benefits includes; travel season ticket loan, ample support for training and development, a performance-based annual bonus, gym membership and work flexibility.

You must be a national of a CTO Full Member Country (list available from CTO website) and have a valid visa to work in the UK.

Applicants should submit their Curriculum Vitae and CTO application form to [recruitment@cto.int](mailto:recruitment@cto.int) **22 May 2019**

Due to the volume of applications that the CTO receives, we will contact only those who are short-listed or invited to attend an interview. If you do not hear from us within 2 weeks of the closing date, you may assume that your application has not been successful on this occasion.



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## Job Description

**JOB TITLE: Manager, Membership and Communications**

**DEPARTMENT: Membership and Communication**

### 1. JOB PURPOSE:

To manage and lead the Membership and Communications Department.

### 2. TERM:

Four (4) year contract subject to a probation period of six (6) months, renewable for a further period of four (4) years

### 3. DEPARTMENT/JOB PURPOSE:

The membership and communications department of the CTO coordinates and manages all membership subscription categories and services offered by the CTO. These categories include—Full Member Country, Affiliated Members, ICT Sector Members and Academia. The department is also responsible for providing both internal and external communications services for the CTO.

### 4. WORKING RELATIONSHIPS:

**Reporting to:** Director ICT Development

**Posts that this job manages:** Senior Communications Officer

**Other key relationships:** This role requires close liaison with other division managers in their respective divisions within the CTO. Further the position holder is expected to coordinate the work of regional advisors, who are appointed by the Secretary General, in their respective regions. The task also requires a degree of liaison with CTO's stakeholder and membership network.



## **5. HOURS OF WORK AND LOCATION:**

**Hours of work:** Full time-40 hours per week (including one unpaid hour for lunch each day) but a willingness to work outside normal working hours as and when essential.

**Location:** 64-66 Glenthorne Road London, W6 0LR

## **6. MAIN RESPONSIBILITIES:**

### **Membership**

- a. Develop and implement the membership strategy for the organisation;
- b. Take lead responsibility and accountability for increasing the CTO's membership and to ensure that this is adequately supported by appropriate marketing and effectively managed communications;
- c. Take lead responsibility and accountability for maintaining relationships with existing CTO members;
- d. Provide structures through which all staff across the organisation are playing their appropriate roles in effectively communicating with members, so as to maintain CTO's brand and profile;
- e. Lead the development and integration of the marketing, membership pledges and communications elements of the organisational strategy so that the CTO is well set to continue and grow its work;
- f. Produce quarterly reports on each member relationship including any payment issues;
- g. Ensure that materials prepared and produced for the CTO's members reflect the highest standards of excellence;
- h. Maintain strict confidentiality when handling sensitive member information.
- i. Prepare annual Member Action Plan (MAPs) for the members assigned to him/her by the Secretary-General;
- j. Support membership recruitment efforts from among potential members that the Secretary-General may assign to him/her;
- k. Undertake Member relations in the capacity of a Member Account Manager for selected members as may be assigned to him/her by the Secretary-General.



## Communications

- a. Plan the CTO's external and internal Communications strategies and initiatives;
- b. Develop the internal employee communications strategy and deliver the communication calendar supporting the organisation's employee engagement strategy;
- c. Collaborate with the Senior ICT Officer in managing the development and maintenance of the CTO website, working with external agencies and members to ensure content meets the need of the organisation and that the website delivers an optimum experience for all;
- d. Provide the link between the organisation and all external media both on and off line, print and broadcast, including being the spokesperson;
- e. Provide expert communications guidance to CTO management and Secretary-General's office to ensure issues are handled in a sensitive and appropriate manner;
- f. Provide communications support to all divisions and departments in the CTO;
- g. Provide communications support to the Secretary-General including the drafting of correspondence specifically requested by the Secretary-General;
- h. Manage the development of the annual reports and prospectuses, in close liaison with the Corporate Secretary;
- i. Prepare all press releases in timely manner in collaboration with other Departments and the Secretary-General;
- j. Manage, analyse and evaluate the effectiveness and ROI of all promotional programmes in the organisation;
- k. Oversee development, maintenance and management of a comprehensive membership and contacts database or management system;
- l. Ensure that all content that is used by the organisation are factual, truthful and complies with the organisation's ethical code;
- m. Disseminate papers and presentations delivered by CTO staff and members;
- n. Prepare annual Member Action Plan (MAPs) for the members assigned to him/her by the Secretary-General;
- o. Support membership recruitment efforts from among potential



- members that the Secretary-General may assign to him/her;
- p. Undertake Member relations in the capacity of a Member Account Manager for selected members as may be assigned to him/her by the Secretary-General.
  - q. Implementation of a scheme of recognition/annual Awards for members through agreed criteria e.g. Members who patronise CTO services;

#### Financial Management

- a. Develop and manage the Department's annual budget;
- b. Direct the annual budgeting and planning process for the Department's annual budget;
- c. Oversee monthly and quarterly assessments and forecasts of Department's financial performance against budget, financial and operational goals;
- d. Oversee short and long-term financial and managerial reporting of the Department;
- e. Assist the Secretary-General and the Head of Finance and Pensions in creating an annual organisational budget and monitoring cash flow;
- f. Develop long-range forecasts and maintain operational log-Frame for the Department;
- g. Ensure that the Department delivers on its financial targets.

#### 7. STAFF MANAGEMENT

- a. Management of staff in the Membership and Communications Department in line with the objectives of the organisation;
- b. Leading and motivating the Membership and Communications Department team through a culture that inspires achievement, excellence, high ethical values, diversity, transparency and competence;
- c. Ensuring that staff within the Department respond effectively to the service level agreements with other Departments that are necessary for the delivery of the organisation's activities.
- d. Facilitate a working environment that inspires and motivates management and other staff; (professionalism, transparency, competence, skills development, and staff appreciation).
- e. Conduct performance evaluation of staff in the Membership and Communications Department. This includes working with team



members to set KPI's annually.

#### 8. RISK MANAGEMENT

Serve as primary contact in relation to membership matters and maintain good relations with other Managers and CTO Members.

#### 9. OTHER

Undertake any other duties in his/her speciality that may be assigned by the Secretary-General.

#### 10. KEY DELIVERABLES

- a. Provision of a clear strategic direction for the CTO communications strategy;
- b. Delivery of the target budget surplus of the Department;
- c. Provision of clarity to members on the benefits and obligations of CTO membership in each membership category;
- d. Successful coordination of the preparation of Members Action Plan (MAPs) for all Members;
- e. At least 70% satisfaction from Members Survey on the Member Action Plan;
- f. Implementation of a scheme of recognition/annual Awards for members through agreed criteria e.g. Members who patronise CTO services;
- g. Overall increase in the number of Members by 3 in every category of membership each year;
- h. Maintenance of a reliable contact database of members (Ministers, Regulators, ICT Agencies and private sector), relevant regional and international organizations, media partners, external consultants and stakeholders;
- i. Coordinate SG's Meetings with high-level government personnel and other high-ranking individuals involved in ICTs, including a meeting with at least 1 Head of Government every year;
- j. Successful contribution of CTO regional office(s) to the implementation of the CTO Strategic Plan;
- k. Provision of quarterly reports on each Member relationship and



- any payment issues;
- l. Effective visibility of the SG globally, particularly at global and regional ICT events;
  - m. CTO's effective presence in at least 1 event per region and at least 3 global events per year;
  - n. Timely Publication of the CTO monthly newsletter e-Commonwealth in HTML and hardcopy;
  - o. Publication of at least two press releases per month on an average, using the website, by direct mail to the media contacts and other relevant persons;
  - p. Publication of at least one news item per week on average on at least four online social networks;
  - q. Publication of at least 2 articles on a quarterly basis on one of the CTO priority programme areas in at least one regional/international journal which will project the CTO in positive light;
  - r. Publication of Annual Report on specific ICT issues including statistics that are valuable references for the global ICT community;
  - s. Maintenance of a reliable, up-to-date and integrated website for all CTO activities and global ICT events;
  - t. Recruitment of at least 5 media partners at global, regional and local level annually;
  - u. Ensuring high quality service delivery of each department to achieve effective cross-departmental links.