



JOB AND PERSON SPECIFICATION

Job Title: Director, Communications Division

Division Communications Division

Grade: C

Reports To: Secretary-General

General Information

The Communications Division is responsible for projecting the work and results of the Commonwealth Secretariat as set out in its Strategic Plan, and for raising the profile generally of the Commonwealth's shared values and achievements. The Division works with a wide range of audiences and contacts as well as through supporting the outreach and advocacy work of Secretariat colleagues.

The Commonwealth Secretariat - as an intergovernmental organisation - has particular responsibility for presenting official pan-Commonwealth views and perspectives with impact as well as tact and political sensitivity. The Communications Division is at the forefront of this activity, and has a diversity of target audiences including Commonwealth member governments, the media, specialist groups, young people, and the general public. The Division undertakes its work mainly through media, public relations and information dissemination activities particularly using contemporary ICT-based communication platforms. The Division has a team of around 16 staff.

The Director is expected to have strong public diplomacy skills and experience as well as media expertise. The Commonwealth Secretariat is constantly exploring means to sharpen its impact and to raise the profile of the Commonwealth at large, in which the Communication Division has the primary role under the guidance of the Director. The Director therefore also needs to have strategic creativity and to be innovative.

The Director is expected to provide management and leadership for the Division, and to be 'hands-on' in actively advancing communication and public affairs results. This includes the Director's role as the Commonwealth Secretariat Spokesperson, and speaking publicly on behalf of the Secretary-General at times.

Job Summary

The Director:

- Leads, inspiring the Division to promote and project publicly the Commonwealth's values and to deliver the Secretariat's communications work as defined in the Strategic Plan - both internally in the Secretariat and externally.
- Manages, maintaining the highest standards of Secretariat governance in the division including in staff relations.

- Formulates, develops and implements media, public relations, communications and information strategies.
- Analyses context and impact of current strategies and makes adjustments to maintain impact and achieve outcomes, making optimum use of human and budgetary resources.
- Seeks and secures external partners to advance the Division's work.
- Supports other Secretariat colleagues - personally and through the Division - in Commonwealth profile-building as a collective and collaborative venture.
- Presents Commonwealth perspectives publicly, including as official spokesperson for the Commonwealth Secretariat and the Commonwealth Secretary-General.
- Collaborates with colleagues in the Secretariat to assist in achieving its corporate goals, including as a member of the Senior Management Group.
- Develops and maintains good relations with editors, correspondents and other contacts in broadcast, print and other media across the Commonwealth including oversight of Divisional contacts databases with comprehensive coverage.

Task Description

1. Provides leadership for the Division's staff and is responsible for the strategic, as well as day-to-day direction-setting of the Division.
2. Manages the human and financial resources of the Communications Division to achieve relevant outcomes in the Strategic Plan in a manner which is timely, within budget and of the required quality, including management of staff performance.
3. Designs, secures support for, implements and monitors, and adapts as required a strategy for projecting the image of the Commonwealth generally and the Secretariat specifically to external audiences, including a specific goal of translating Commonwealth achievements into public information as well as reporting regularly with benchmarks on evidence of outreach and impact.
4. Designs, secures support for, implements and monitors, and adapts as required a strategy for strengthening internal communications and information-sharing within the Secretariat.
5. Acts as official Spokesperson for the Secretary-General and the Secretariat.
6. Acts as a point of official contact for the media, including at meetings of Commonwealth Heads of Government and other official meetings.
7. Supports the Secretary-General and other senior management colleagues on media (including social media) and public relations issues, including advice on outreach activities and on media material including statements, speeches and

other public documents. This includes responsibility for media releases by the Secretariat, and dissemination to the media of Secretariat and Commonwealth messages.

8. Establishes and maintains contact at senior levels with stakeholders, including member governments, international organisations, civil society and the media, with a view to enhancing awareness and understanding of the role of the Commonwealth and the work of the Secretariat.
9. Oversees all publishing activities of the Secretariat, as well as the commissioning of freelance writers and journalists.
10. Oversees the quality, quantity and regular refresh of material made available through the Secretariat's ICT-based outreach platforms including the website.
11. Performs a representational role when required, including travel to Commonwealth and other countries as needed, during which interaction with the media and other public diplomacy events are expected to be undertaken.
12. Contribute to the development of wider Secretariat strategies and policies.
13. Support and uphold the policies and values of the Secretariat, setting an example to colleagues.
14. Adheres to the Gender Equality values of the Commonwealth as enshrined in the Charter and Secretariat's Gender Equality Policy.
15. Performs any other duties as may be required from time to time.

Person Specification

Education

- An academic qualification at post-graduate level and/or professional qualifications relevant to communications, public relations and the media, or international relations.

Experience

- At least fifteen years' experience in a senior managerial role, ten of which must be in international media roles
- Substantial track record of effective people management at senior level
- Demonstrable public diplomacy experience and skills at senior level
- Demonstrable experience of developing and delivering multi-faceted media and communications strategies
- Experience of operating in an inter-governmental environment
- Experience of developing and delivering in-house/corporate communications strategies
- Experience of working successfully in a multicultural environment
- Familiarity with contemporary ICT platforms for public communication and outreach.

Competencies:

Respect for Diversity

Works effectively with people from all backgrounds.

Treats all people with dignity and respect. Treats men and women equally.

Shows respect & understanding of diverse points of view and demonstrates understanding in daily work and decision making.

Examine own biases and behaviours to avoid stereotypical responses and does not discriminate against any individual or group.

Creates an environment where respect for diversity is embedded in behaviours, systems & processes.

Communication

Establishes a culture of constant, consistent, clear and open communication

Ensures information is communicated to and from the top level and filtered through the appropriate channels

Communicates effectively with and gains understanding of top level stakeholders e.g. Heads of member states

Planning & Analysis

Organises work programme with full cognizance of Board of Governance requirements

Effectively assesses and advises on major programmes/activities at a divisional level

Balances focus in order to deliver both Commonwealth Secretariat and member states' goals

Ability to interpret incomplete and/or ambiguous information

Effectively analyses and assesses new or uncertain critical situations

Managing Resources

Delegates and allocates responsibilities accordingly when planning organisational strategy

Effectively determines strategy and plans for overall Commonwealth Secretariat budget, balancing needs of all the member states

Understands when to engage the expertise of others within the Commonwealth Secretariat to support own activity

Ensures timely delivery of outputs within defined cost and quality standard parameter

Adhering to Principles & Values

Defines Commonwealth Secretariat values

Sets example and embodies Commonwealth Secretariat principles and values

Demonstrably protects the reputation of the Commonwealth Secretariat

Interprets and implements Commonwealth Secretariat principles and values

Leadership & Development (strategic)

Provide vision and overall strategy for the Commonwealth Secretariat

Creates a vision where the reputation of the Commonwealth Secretariat is upheld and consistently evolving

Communicates the Commonwealth Secretariat's vision, achievements and impact in a manner that inspires enthusiasm amongst employees, member states, and external parties

Establishes a culture where the creation and capitalisation of opportunities for staff development and fulfilment is promoted and valued

Provide top level professional advice in strategic issues at management committee, board of governor & EXCO level. Lead on strategic issues.

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