

Job Title: Senior Corporate Affairs Manager
Reports to: Director of Corporate Affairs
Grade: 9
Job Family: Corporate Affairs
Employment Status: Permanent Pensionable
Job Location: Head Office, Banjul

Job Summary

Under the general supervision of the Director of Corporate Affairs (DCA), the Senior Corporate Affairs Manager shall be responsible for creating and communicating a favorable public image of the Social Security and Housing Finance Corporation. He/She shall support the Director in leading the development and implementation of communication and media strategies, customer relationship management, brand management, customer research, and provide high level support to Management and Board in crisis and strategic management issues through DCA.

Responsibilities and Duties

1. Supervise the day-to-day operations of all the Units in Corporate Affairs Department (CAD) and monitor the implementation of their KPI to ensure the Unit targets are SMARTLY achieved.
2. Conduct periodic review/appraisal of the CAD personnel in each of the Units and provide guidance on potential areas of improvements for each employee.
3. Enhance and protect the Corporation's reputation by increasing its share of effective and positive media voice.
4. Strengthen key stakeholder relationships by ensuring that the various units implement the right initiative and plan.
5. Support the Director to Strategically link activities to business objectives and prioritize the right message at the right time.
6. Support the Director in facilitating the Corporation's participation in Regional and International Social Security events.
7. Increase media awareness campaign by proactively engaging right media houses to minimize potential societal misconceptions.
8. Work with external agencies to ensure SSHFC has the most up to date approach to issues especially during cand crisis management.
9. Identify areas of customer research, develop research proposals, execute research work, analyse and interpret collected data and submit timely research findings to DCA.
10. Provide leadership in preparing the Department's annual budget and submit to DCA on time.

Knowledge

1. Excellent knowledge of communication strategies and as well as excellent knowledge of the Corporation's stakeholders
2. Good knowledge of the sub-region and other international product development regulations and protocols.
3. Excellent knowledge of the policies and strategic objectives of SSHFC, In-depth understanding of the operations affecting the social security Industries.
4. Good knowledge of web analytics (e.g., Google Analytics, WebTrends etc.) and Google AdWords; content management systems, and design software;
5. Good knowledge of the political landscape of the country

Skills and Abilities

1. Ability to build strong network, including on communication and media network-building; a strong commitment to collaborate across relevant stakeholders.
2. Ability to innovate and develop business growth and quality improvement.
3. Strong intellectual skills, track record of innovative thinking, analysis, and pragmatic solutions
4. An open and collaborative style with excellent leadership, communication skills and awareness of the business environment
5. Proficiency in SPSS/STATA or other data analysis software

Qualification (Education) and Experience

1. Master's degree in Marketing, Public Relations, Journalism or Communications with a minimum of 6 years post qualification relevant work experience the last 3 of which must be at Senior Management level.
2. Bachelor's degree in Marketing, Public Relations, Journalism, Media, Communications with a minimum of 8 years relevant post qualification relevant work experience, the last 5 of which shall be at Senior Management level.