

Position Description



Position: Public Relations Officer

Position Dimensions

Location:	Port Moresby
Date PD Finalised/Updated:	29.03.2025
PD Approved By (<i>Position Title</i>):	Chief Government & Media Officer
Position Number:	

Primary Purpose of the Position

To coordinate public relations matters to ensure the growth, shaping and maintaining of KCH brand and visibility to the SOEs, Government Business, and all other stakeholders.

Reporting Relationships

This Position Reports to:

Chief Government & Media Officer

Direct Reports:

N/A

Key Working Relationships (Internal & External)

Internal: - Managing Director - Chief Operating Officer - All Chief Officers - Executive Managers-Gov/CSO - Other Executive Managers - Other Managers	External: - SOEs - Other Relevant Government Agencies - Statutory Bodies - Consultants and other service providers - Development Partners - Private Sector - Other Stakeholders
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Minimum Requirements for the Position

Education and Qualifications (including Technical Competencies) required for this position:

- Bachelors Degree in Journalism or Marketing - Must be registered with a professional body

Skills and Experience required for this position:

Skills - Microsoft Office Skills - Analytical and problem solving skills - Analysis Attention to detail - Effective communications skills - Excellent Time Management - Interpersonal skills

Position Description



- Planning and Organising
- Decision Making
- Problem Solving
- Analytical Thinking
- Verbal and Written Communication Skills
- Organisation
- Attention to Detail
- Time Management
- Multitasking
- Working Under Pressure

Experience

- Minimum of 5 years' experience in a similar role in media and digital marketing
- Experience in private sector is an advantage
- Ability to coordinate and communicate effectively with the development KCH partners and stakeholdersf
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Key Accountabilities

Managing KCH PR Functions including:

- Managing KCH relationship with SOEs, Government, Development Partners, Private sector and the public through oversight and PR implementation
- Ensuring appropriate resources are in place to implement KCH public relations initiatives
- Ensuring there is regular engagement with media outlets to inform of developments in KCH
- Ensuring issue of regular press release for public consumption
- Ensure the development of a communication strategy for use by KCH
- Plan and direct the development of programs to maintain favourable SOEs relationship and the public at large
- Conduct promotional activities to raise the profile of KCH
- Preparing and editing KCH media statements to influence public opinion and perception
- Develop KCH brand products for clients and potential customers
- Promote the use of digital technology to promote the image of KCH
- Organise forums and community gatherings to support the visibility of KCH brand
- Regularly update the KCH web content
- Create a database of KCH publications and advertising materials
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Governance/Standards

Ensure KCH PR strategy by:-

- keeping abreast of changes in government and regulatory obligations
- taking appropriate actions and supporting the implementation of preventative strategies
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Project Management & Delivery

Deliver PR program to achieve KCH and SOEs corporate objectives, including;

- Continuously oversee overall performance and analyse methods and performance
- Monitoring performance against program and re-assessing efficiency, taking appropriate correct action where necessary
- Monitoring performance to ensure program plans and milestones are met and addressing performance issues
- Assessing activities, ensuring a balance between cost and production to meet objectives and time constrictions
- Understanding contractual obligations
- Communicating with relevant direct reports or team members in relation to key dates and milestones
- Ensure that KCH, SOEs, Government and Private business have the capability and resources to meet program schedules
- Identify and document program operational risk analysis from pre-mobilisation stage to program completion
- Ensure incidents reported to the relevant parties are fully investigated, reported and closed out and submitted in a timely manner
- Maintain clear communication with key stakeholders, including the community

Planning and Budgeting

Develop and implement PR program in accordance with KCH goals and objectives including:

- Planning PR program execution to ensure program delivery within optimal time and budget
- Ensuring PR plan budgetary requirements are understood and financed
- Providing accurate and timely PR cost reports
- Managing PR program risks and constraints
- Ensuring the appropriate allocation of resources to achieve PR program objectives involving key program team members in planning, procurement and management of resources
- Managing the sustainability of the PR program by overseeing budget expenditure, conducting regular reviews and taking corrective actions as required

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Risk Management

Ensure PR program is managed diligently and in a proactive manner, through:

- By identifying, assessing and managing business, community and environmental risks
- Ensuring appropriate and timely risk management procedures are established and maintained
- Conducting appropriate risk assessment at nominated intervals
- Ensuring identified deficiencies are responded to in a timely fashion
- Establishing control mechanisms to prevent occurrence

Leadership

Lead and develop an effective and productive team, including:

- managing the work performance of self and direct reports
- developing alignment between team capability and the Corporation's objectives
- ensuring role clarity, including responsibilities and reporting lines, exists for team members
- identifying resource and skill gaps and developing strategies to bridge gaps
- encouraging an environment of sharing knowledge and ideas to ensure continuous improvement within the team
- demonstrating on a daily basis personal behaviours that uphold KCH values with a view to driving these values throughout the Corporation

Incumbent:

Signature:

Date:

Business Relationships

Build and maintain productive internal and external relationships with the SOEs, Government, Partners to ensure timely delivery of the PR program through:

- Creating and maintaining strong relationships with SOEs, Government and key stakeholders
- Understanding the media environment and allocate d resources to maximise KCH exposure
- Satisfying obligations with key stakeholders
- Managing PR expectations
- Managing the relationship accordingly

Team Work

Participate and contribute to an effective and productive team including;

- contribute to the effectiveness of the team through productive personal behaviour.
- taking personal accountability for own development
- being persistent with improvement ideas, including building team member buy-in to ideas.
- Active participation in Self Performance, Self-Assessment
- Develop a good working relationship with KCH, SOEs, Government and project implementers.

Position: Chief Government & Media Officer

Signature:

Date: