



Job Description: Communications, Marketing and Events Officer

Job Purpose

The Communications, Marketing, and Events Officer will spearhead the execution of comprehensive communication, marketing, and events strategies aligned with the organization's mission and objectives.

The role is responsible for effectively communicating the humanitarian efforts, programs, and initiatives of the Fiji Red Cross Society to both internal and external stakeholders, including donors, partners, volunteers, and the public.

This role will report directly to the Communications and Marketing Manager and will play a vital role in executing day-to-day functions within the Communications and Marketing department. This role requires strong marketing, communications and organizational skills, creativity, and the ability to manage multiple projects simultaneously, including event planning and execution.

Job Responsibilities

Marketing Responsibilities

- Assist in the implementation of marketing strategies aligned with FRCS's goals and objectives.
- Contribute to marketing efforts across various channels including social media, websites, BTL and ATL.
- Support the implementation of integrated marketing communications and brand strategies.
- Assist in the production and distribution of marketing collaterals.
- Collaborate with cross-functional teams to gather information, stories, and data for marketing purposes.
- Engage with local and international media organizations to enhance marketing reach and visibility.
- Stay informed about current marketing trends and techniques to optimize FRCS's marketing efforts.
- Support the development of a Branding strategy for the organization.
- Experience with other editing software is an advantage.

Communications Responsibilities

- Support the Manager of Communications & Marketing in establishing and strengthening strategic alliances with relevant councils and organizations.
- Cultivate and maintain relationships with public authorities, disciplined forces, NGOs, and other stakeholders.
- Stay informed about current issues affecting FRCS and contribute to the development of communication strategies.
- Support the Manager in drafting press releases and articles for media distribution.
- Assist in organizing press conferences and coordinating press releases including radio or TV interviews.
- Contribute to marketing efforts across various channels including social media, websites, and talent acquisition tools.



- Collaborate with cross-functional teams to gather information, stories, and data for communication purposes.
- Implement Communications Plans for Fiji Red Cross Society initiatives and events.
- Support the development and maintenance of strong networks with external partners and media organizations.

Events Responsibilities:

- Event planning and execution of marketing and communication activities in alignment with our Strategic Plan
- Assist in the implementation of communication and marketing strategies for events aligned with FRCS's goals and objectives.
- Support the planning and execution of events, including logistics, budgeting, and participant engagement.
- Collaborate with cross-functional teams to ensure seamless coordination of events with communication and marketing efforts.
- Assist in identifying and securing relevant sponsors, partners, and vendors for events.
- Contribute to the development of event-specific communication materials, including invitations, press releases, and promotional content.
- Assist in post-event evaluation and analysis to identify areas for improvement and lessons learned.
- Stay informed about current event management trends and techniques to enhance FRCS's event portfolio.

Other

- Adhere to FRCS's principles and values.
- Understanding of and commitment to adhere to equity, diversity, gender, child safety and staff health and wellbeing principles.

Job Requirements

Essential

- Relevant working experience in Communications, Marketing and Event coordination.
- Be digitally savvy and in tune with the ever-evolving digital marketing.
- Demonstrated planning and organizational skills and ability to coordinate the work of others, work to tight deadlines and handle multiple concurrent projects/activities.
- Reporting skills and ability to analyze information.
- Experience with use of Microsoft Office applications (Word, Excel, PowerPoint, etc.)
- Strong verbal and written communications skills in English and other languages.
- Ability to make effective, timely decisions and take prudent risks.
- Ability to build relationships and collaborate with other departments and branches.

Education:

- The minimum requirement is a diploma or degree in Communications, Marketing or Event Management, or related field or other relevant experience. Other certification/Accreditation courses will be an advantage.



Desirable Experience:

- Minimum 5 years of experience in a similar role.
- High level of integrity
- Demonstrated ability to maintain confidentiality and neutrality, in a sensitive environment.
- Detail oriented with a focus on accuracy and precision with the ability to work under pressure and meet stringent timelines.
- Excellent communication and interpersonal skills.

Key Attributes:

- Ability to demonstrate sensitivity to cultural differences and gender issues, as well as the commitment to equal opportunities.
- Commitment to safeguarding FRCS's policies for all people who come into contact with the National Society.

Applicable to All Staff:

1.	Must subscribe and adhere to the FRCS fundamental principles.
2.	Must sign the FRCS Child Protection Policy.
3.	Promotes gender development and equal opportunities in team development.
4.	Promotes Protection and Social Inclusion in program activities.
5.	Perform other related duties as assigned by the Communications and Marketing Manager

Position Requirements:

Education	Required	Preferred
Diploma or Degree in Communications, Marketing and Event Management, or related field	x	
Experience	Required	Preferred
3 - 5 years' experience in a similar role	x	
Should be an excellent team player and well organized.	x	
Online and digital marketing experience	x	
Demonstrated knowledge of Communications, Marketing and Events.	x	
Demonstrated ability to use Microsoft Excel at an intermediate or advanced level and ability to use other Microsoft Office programs including Word, Outlook, and PowerPoint.	x	
Demonstrated ability to edit audio and video content using industry-standard software tools such as Adobe Audition and Premiere Pro. Experience with other editing software is also advantageous. This includes proficiency in tasks such as audio mixing, video editing, color correction, and special effects to produce high-quality multimedia content for communication, marketing, and event purposes.		x
Able to work under minimum supervision.	x	
Knowledge and Skills	Required	Preferred
Experience in planning, coordinating, and implementing activities	x	
Self-motivated and proactive, with good judgment and initiative	x	
Excellent oral and written communication and networking skills.	x	
Ability to prioritize, meet deadline and manage multiple tasks	x	

