



JOB OPPORTUNITY

The Independent Broadcasting Authority (IBA) is a statutory body under the Ministry of Information and Media, established under the IBA Act No. 17 of 2002, as amended in 2010 and 2017. The principal mandate of the IBA is to regulate the broadcasting sector in Zambia.

In its quest to deliver on its mandate, the IBA now invites applications from suitably qualified individuals to fill the position of Director Corporate Communication (IBA 02).

Reporting to the Director General who is the Chief Executive Officer for the Authority. The Contract will be on a fixed three (3) year performance –based. The applicant will enhance the promotion of the Independent Broadcasting Authority Mission and will need to have ability to project the image of the Authority.

1. IDENTIFICATION SECTION

JOB TITLE	Director Corporate Communication
JOB GRADE	IBA 02
DIVISION	Corporate Communication
DEPARTMENT	Standards and Consumer Affairs
REPORTS TO	Director General IBA01
DIRECT REPORT	<ul style="list-style-type: none"> ● Manager, Standards and Consumer Affairs IBA 03

2. JOB PURPOSE

To develop and enhance the image of IBA to its stakeholders by planning, supervising and monitoring public relations programmes and activities of the Authority and attend to public complaints on broadcast content in order to ensure an ethical and client responsive broadcasting industry.

3. KEY RESPONSIBILITIES:

No	Accountabilities	Key Result Areas
1	Directs effectively the public relations functions for the Authority in order to inform the public, other stakeholders and enhance a favourable image of the Authority.	Public Relations
2	Supervises the overall planning, development and implementation of a communication strategy, programmes and initiatives to foster a positive reputation of the Authority	Planning
3	Establish linkages between the Authority's Strategic plan and the activities of the directorate for implementation	Implementation of Strategic plan
4	Provide expert strategic advise and support on corporate communication	Corporate Communication
5	Manages and directs the Authority's internal and external communication through appropriate channels	Internal and External Communication
6	Serves as key Spokesperson for the Authority in liaison with the Director General.	Spokesperson
7	Oversees proper corporate branding of the Authority	Corporate Branding achieved
8	Oversees directorate budgeting in relation to strategies, work plans and activities	Budgeting
9	Ensure effective and efficient complaints handling procedure aimed at expeditious resolution of complaints	Complaint Resolution
10	Lead in formulation and periodic review of the directorate risks in relation to the risk policy	Risk Management
11	Supervises all corporate publications but not limited to Newsletter, Calendars, Booklets, Annual Reports, Strategic Plans, Communication Strategy, Brochures, etc.	Publications
12	Supervises the development and implementation of the Authority's Communication Strategy	Communication Strategy
13	Directs the preparation of press statements, speeches and provide timely responses to press queries on the Authority's position	Speeches and press releases
14	Monitors the periodic publication and dissemination of information on the Authority's activities	Information dissemination
15	Directs the development and implementation of a comprehensive public awareness and sensitisation campaign to enhance support and participation in the Authority's programmes	Public awareness and Sensitisation campaigns
16	Supervise the organization of meetings and events to facilitate comprehensive stakeholder engagement	Networking and events
17	Supervise the undertaking and management of investigation of public complaints as well as provide response on broadcasting services in order to ensure compliance with broadcasting standards	Public Complaints
18	Supervise planning and implementation of meetings and trainings for broadcasting stations and other stakeholders on the Code of Practice, Complaints Procedures and other IBA regulations in order to strengthen professionalism conducted on a regular basis	Stakeholder training
19	Monitors the management the Authority's website and social media platforms, creative design, online content generation,	Website and online platforms

	graphic and media design, in order to increase awareness of the Authority	
20	Supervises provision of reports pertaining to the operation of the department on a regular basis	Reports
21	Performs any other duties as delegated by superiors	Any other function

4. ESSENTIAL/DESIRABLE QUALIFICATIONS/EXPERIENCE:

a) Professional Qualification:

- Bachelor's degree in Mass Communication/Journalism from recognized University/Institution.
- Master's degree in Mass Communication/Journalism from a recognised University/Institution.
- Member of the Zambia Institute of Public Relation and Communications (ZIPRC).

b) Minimum Relevant Work Experience:

- At least ten (10) years relevant post qualification experience, of which three (3) years MUST be at Management level.
- In-depth understanding of the broadcasting sector and related institutions;
- Demonstrable experience around change management, public sector management;

c) Skill Specifications:

- Effective communication skill;
- Analytical and problem solving skills;
- Good planning and organizational skill and
- Computer literate.
- Good interpersonal skills;
- Team player who does not trust himself only, he/she allows other staff play their role.
- Proactive and ability to see the "bigger picture".

d) Personal Attributes:

- High standards of integrity and morality;
- High levels of interest and support of gender and equality;
- Willing to learn new things and skills;
- Passionate about setting high standards of excellence;
- Reliable and trustworthy person; and
- A driver of the vision of Independent Broadcasting Authority.

5. WORKING CONDITIONS:

- Office work environment.
- Use of computers and other office equipment.
- Concentration and analysis.
- Time keeper while managing tight deadlines.
- Involves dealing with political Office holders.

- Involves dealing with a lot of Licensees scattered in the ten (10) regions of Zambia.
- Involves local institutions and international institutions in the broadcasting sector.
- Stressful, may require work-life balance.

The closing date for receiving applications is 10th November, 2023.

Mark your application envelope with the position being applied for, Example “Director Corporate Communication”.

Applications should be addressed to: delivered and placed in the Tender Box at the IBA Offices to:

The Chairperson,

Independent Broadcasting Authority Board
The Independent Broadcasting Authority (IBA)
Mass Media Complex
Alick Nkhata Road
P. O. Box 32475
LUSAKA
ZAMBIA

**Applications can be sent by mail to the above address or hand delivered and placed in the Tender Box at the IBA Offices or sent via Email:
boardchairperson@iba.org.zm**