



<b>Job Title</b>	Communication Officer
<b>Directorate</b>	Executive Director's Office
<b>Department</b>	Communication
<b>Reporting to</b>	Communications Relationship Specialist
<b>Salary Grade</b>	N5
<b>Jobs that report to this role</b>	None
<b>Job Purpose</b>	
Responsible for designing and implementing the organisation's communication and public relations strategy, ensuring the efficient and timely sourcing, management, and dissemination of strategic and operational information both within and outside the Authority.	
<b>Key Accountabilities</b>	
<p><b>Key Responsibilities:</b></p> <ol style="list-style-type: none"> <li><b>Strategic Communications &amp; Public Relations</b> <ul style="list-style-type: none"> <li>Serve as the first point of contact for stakeholders and the public on matters related to NITA-U's mandate and strategic plan.</li> <li>Prepare, implement, and regularly review the Authority's communications and public relations strategies and policies.</li> <li>Plan and implement public information programmes to keep various stakeholders (government, media, private sector, civil society, and the public) informed about NITA-U's initiatives.</li> </ul> </li> <li><b>Media &amp; Content Management</b> <ul style="list-style-type: none"> <li>Monitor media coverage daily, analyse reportage on NITA-U and ICT issues, and advise management on appropriate responses and follow-up.</li> <li>Write, edit, and distribute content including press releases, speeches, website and social media content, publications, annual reports, and promotional materials.</li> <li>Ensure appropriate media coverage and publicity for NITA-U events and official engagements.</li> </ul> </li> <li><b>Digital Communications &amp; Online Engagement</b> <ul style="list-style-type: none"> <li>Manage NITA-U's website and social media channels, tracking traffic, engagement, and online brand sentiment.</li> <li>Drive timely execution of online campaigns and marketing communication initiatives; analyse and report on return on investment (ROI).</li> </ul> </li> </ol>	

- Support internal and external stakeholders in delivering the annual digital communications plan and other digital go-to-market (GTM) deliverables.
- Identify and implement new online channels and creatively leverage existing digital assets to strengthen brand presence.

#### **4. Knowledge & Information Management**

- Develop systems and methods for documenting and managing knowledge generated by the Authority, and facilitate access for relevant stakeholders.

#### **5. Protocol & Stakeholder Engagement**

- Facilitate all protocol matters including national and international conferencing arrangements, ticketing, hotel reservations, and airport transfers for NITA-U officials and guests.
- Support stakeholder engagement and coordination in line with the Authority's objectives.

#### **6. Corporate Branding & CSR**

- Lead the branding and positioning of NITA-U's corporate image and ensure its consistency and protection across all platforms.
- Plan, coordinate, and implement Corporate Social Responsibility (CSR) initiatives and other public-facing programmes.

#### **7. Advocacy & Public Mobilization**

- Design and implement communication programmes to mobilize public opinion in support of national, regional, and global ICT developments.

### **Position Requirements**

#### **Education**

- A minimum of a Bachelor's degree in Mass Communication, Business Management, International Relations/Diplomacy, Marketing, or a related field from a recognized university.
- Postgraduate training in Media Studies, Journalism, Public Relations, Technical Writing, Web Editing, or Marketing is an added advantage.

### **Experience**

- A minimum of three (3) years of relevant experience in communication, public relations, or customer relationship management within a public sector institution, private organization, or donor-funded project.
- Experience as a reporter or editor in a reputable media house will be considered an added advantage

### **Technical Expertise**

- Proficiency in written and spoken English.
- Strong communication, interpersonal, and report writing skills.
- Proficient in Microsoft Office applications and standard business software.
- Experience in website management, including content planning, editorial oversight, optimization, and implementation.
- Familiarity with content management systems (e.g., SharePoint), and basic knowledge of HTML, CSS, and JavaScript.
- Knowledge of digital marketing and advertising tools, including SEM, SEO, PPC, and online ad serving.
- Proficient in website analytics (e.g., Google Analytics) and social media monitoring tools (e.g., Radian6, Hootsuite).
- Skilled in social media strategy, content development, and marketing analytics.