

## 49. **LEAD COMMUNICATION AND MEDIA OFFICER**

### a) **JOB PURPOSE:**

To manage the planning, development, implementation and delivery of corporate communications activities for QAPCO and its subsidiary in order to raise the company's profile amongst the public and the industry, while maintaining and building the corporate identity in alignment with the overall business objectives.

### b) **KEY ACCOUNTABILITIES:**

#### **Description**

#### **Strategy Contribution and Implementation**

- Develop in consultation with the corporate affairs and communication manager the departmental strategy and support effective cascading of the departmental strategy into section's policies and procedures in line with the overall business objectives of corporate affairs and communication.

#### **Budgets and Plans**

- Prepare and propose the budget for the respective section and monitor financial performance versus the budget so that the business is aware of anticipated costs/revenues, and areas of unsatisfactory performance are identified, rectified promptly and potential performance improvement opportunities are capitalised upon.

#### **Corporate relations**

- Oversee all matters related to corporate visual identity management and to the branding of the company in all PR related internal/external channels of communication such as print, broadcast and on-line, including the public usage of QAPCO & Qatofin brands.
- Manage and foster strong relationship of QAPCO with its shareholders and stakeholders at large for all media related issues thus ensuring the highest level of communication.
- Analyse, propose, develop and monitor effective programs and campaigns within the agreed budgets thereby maximizing return on investment on the division's annual operations plan and submit it for management approval.

#### **Content Creation and Management**

- Develop and create all kinds of artworks, themes, and designs for the company as per annual plan and ensure its compliance to the Corporate Identity, theme, ethics, and codes of conduct.
- Support the communication and design needs of all QAPCO's departments, either in-house or through external contractors
- Supervise the creation, preparation and implementation of plans, design and artwork for all QAPCO publications, including identifying areas of potential interests, obtaining necessary approvals, checking, editing and approving copywriter work and translation if relevant.
- Manage the internal and external printing and production of all publications through external contractors and in-house graphic designer.
- Manage relationship with print contractor, including the supervision, review, and invoicing for all

#### QAPCO print requirements

- Align allocation of resources with technical specifications to meet the budgetary parameters of projects, prepare scope of services and evaluate suppliers as necessary.
- Act as the focal point to supply required graphic artwork and media material for international and local exhibitions.
- Manage and ensure quality control of outsourced service providers in concept, design, art direction, production, print buying to ensure that the product is as per QAPCO's expected standards and norms.
- Manage centralised non-technical archiving facilities, ensure the corporate heritage is maintained and well classified for quick and safe reference in future.

#### **Sustainability Reporting**

- Prepare sustainability report for QAPCO and ensure accuracy of report in capturing the relevant information.
- Support the preparation of internal and external sustainability-related communication, ensuring consistency with QAPCO's brand, image and policies.

#### **Policies, Systems, Processes & Procedures**

- Support enhancement of departmental policy and procedures and develop/enhance procedures related to respective section, implement procedures and controls covering all areas of communication, media and reporting activity to ensure adherence and effective implementation.

#### **Quality, Health, Safety & Environment**

- Ensure compliance to all relevant quality, health, safety and environmental management procedures and controls to guarantee employee safety, compliance, delivery of high quality products/service and a responsible environmental attitude.

#### **Statements and Reports**

- Supervise the preparation of timely and accurate departmental statements and reports to meet QAPCO's and department requirements, policies and standards.
- Related Assignments
- Perform other related duties or assignments as directed.

#### **c) COMMUNICATIONS & WORKING RELATIONSHIPS:**

##### **Internal:**

- Senior Management team
- Department Managers
- Employees across QAPCO's departments

##### **External:**

- Government bodies
- Press and Media
- Professional peers in the industry

#### **d) CONTEXT & WORK ENVIRONMENT:**

- The jobholder is required to foresee and meet current and potential challenges presented by rapid operational and staff growth in creating and implementing effective Communication and Media Strategy

**e) DECISION MAKING AUTHORITY:**

- The jobholder exercises financial and non-financial authority as per the level established by the QAPCO management and stipulated in the TOFA.
- Key decisions having significant impact on the Communication and Media Section are referred to the Corporate Affairs and Communications Manager for approval before implementation.

**f) QUALIFICATIONS, EXPERIENCE & SKILLS:**

Minimum Qualifications:

Bachelor's degree in communication/Design

Minimum Experience:

- 8 years of extensive experience in international corporate communications in positions of progressively increasing managerial responsibilities, especially in industrial publication design and content development

Job-Specific Skills (Generic / Technical):

- Editing skills
- Quality Management System
- Exceptional Communication skills
- Exceptional relationship management skills
- Designing skills
- Conceptual and strategic thinking
- Knowledge of Qatari laws
- Fluency in English and Arabic