

# VACANCY ANNOUNCEMENT

The Central Bank of Liberia (CBL) invites applications from competent and experience individuals for the below listed position.

## **Assistant Head of Communications**

### **Background:**

The Assistant Head of Communications will assist the Head of the Communications in developing and implementing the communications strategy of the CBL.

### **Essential Functions:**

- Assist the Head of Communications in the development and implementation of CBL's Communications Strategy;
  - a. Develop mechanisms for monitoring and evaluating the CBL communications strategy at regular intervals.
  - b. Develop tools which will be used in implementing the CBL communications strategy.
  - c. When directed, represent CBL's interest with the media and the public.
  - d. Provide advice to senior management on communications and media relations.
- Coordinate the development and maintenance of CBL website, intranet, and social media platforms;
  - a. Oversee the design and development of CBL website, intranet and social media platforms
  - b. Update and write contents for CBL website, intranet and social media platforms
  - c. Develop interactive components of CBL website, intranet and social media so that CBL remains engaged with its audiences and there is a two-way communications flow.
- Provide internal communications support in collaboration with CBL senior management and relevant departments;
  - a. Organize consultations and other stakeholder events in collaboration with relevant CBL departments.
  - b. Undertake awareness campaigns regarding payments policies, and guidelines and procedures within the financial sector.
  - c. Draft press releases on behalf of senior management and relevant departments
  - d. Produce and provide editorial support for CBL publications.
- Work with local media and CBL stakeholders to ensure customer satisfaction, confidence in the financial sector, uptake in CBL services and a financially literate public;
  - a. Organize regular meetings with media organizations to familiarize them with CBL mandate, mission, and objectives and solicit their input in the achievement of same
  - b. Develop partnership working with media organizations by identifying areas of common interests.
  - c. Respond to media enquiries and facilitate media interviews with the relevant CBL experts.
- Play a proactive role and provide support in the organization of corporate-wide events for the purpose of improving CBLs image and facilitating goodwill;
  - a. Working with the Facilities & Events Management Section, provide support in the organization of all CBL events and publish proceedings on CBL website/intranet

b. Publicize and promote CBL events in the traditional media as well as social media to maximize to stakeholder participation

Undertake any other tasks, commensurate with role and status, as may be required by the Head of Communications from time to time.

**Education:**

Bachelor's degree in Communications, Journalism, Public Relations, Marketing or related field.

**Necessary Knowledge, Skills and Abilities:**

1. Five (5) or more years of progressive experience in communications, marketing, journalism, public relations or related field.
2. Excellent research skills
3. Written & Oral Communications Skill
4. Presentation and Social media skills

**Application Requirements:**

Only electronic applications will be considered. Cover letters and resumes/CVs should be addressed to the Director of Human Resources Management Department, Central Bank of Liberia and sent to [cbljobs@cbl.org.lr](mailto:cbljobs@cbl.org.lr). Applicants must also attach copies of academic credentials.

The deadline for all applications is April 30, 2017 no later than 4:00 p.m. Only short-listed candidates will be contacted for interview.