



EXCELLENT CAREER OPPORTUNITY – COMMUNICATIONS MANAGER

ZEP-RE (PTA Reinsurance Company) is a specialized institution of the Common Market for Eastern and Southern Africa (COMESA) established to service and develop the insurance and reinsurance industry within the Region. We are seeking a high caliber knowledgeable and results-oriented professional for the position of Communications Manager.

Job Purpose

To create content, develop and execute comprehensive communication strategies and plans that promote ZEP-RE's brand, values, and offerings and facilitating both internal and external communications for ZEP-RE's strategic initiatives and will play a key role to enhance the company's brand presence and engagement.

Responsibilities & Accountabilities

Develop Communication Strategies:

- Create and implement communication strategies leveraging and advancing the organization's goals and objectives.
- Identify target audiences and key messages to effectively reach stakeholders.

Content Creation and Editing:

- Create, edit, and review compelling content, including storytelling, press releases, articles, speeches, presentations, and marketing materials.
- Ensure all content adheres to brand guidelines and maintains consistency in messaging and tone.

Media Relations:

- Cultivate and maintain relationships with media outlets, journalists, relevant organizations, and influencers and create a pipeline of media networks.
- Write press releases, media advisories, and pitch stories to secure media coverage.
- Prepare executives for media interactions and public speaking engagements.

Digital Communications:

- Oversee the organization's digital presence, including website content, social media channels, branding, and marketing email.
- Develop engaging content for online platforms to increase brand visibility and audience engagement.
- Measure and report the effectiveness of communication and digital marketing initiatives using relevant metrics.

Internal Communications:

- Develop internal communication strategies to engage employees, promote company culture, and align teams to ensure employees the organizational goals.
- Coordinate internal announcements, newsletters, and employee engagement initiatives.
- Facilitate communication between management and staff to foster transparency and collaboration.

Public Relations:

- Plan and execute public relations campaigns to enhance the organization's reputation/brand and public image.
- Identify opportunities for thought leadership and executive visibility in relevant industry forums and conferences.
- Manage crisis communication strategies and responses as needed.

Team Leadership and Development:

- Lead a team of communication professionals, providing guidance, mentorship, and performance feedback.
- Delegate tasks, manage workloads, and ensure timely delivery of projects.
- Foster a collaborative and innovative work environment that encourages creativity and professional growth.

Qualifications:

- Bachelor's degree in communications, Public Relations, Journalism, Marketing, Digital Marketing, or a related field (master's degree preferred).
- At least five (5) years' relevant experience in a communications role, with a track record of successful campaign management and media relations.
- Proficiency in digital communication tools and platforms, including social media management, content management systems, and analytics tools.

Competencies and Attributes

- Strong understanding of digital marketing strategies and best practices
- Excellent written and verbal communication skills, with a keen eye for detail and accuracy
- Strong strategic thinking and problem-solving abilities, with the capacity to translate organizational goals into actionable communication plans.
- Resourceful with an ability to multitask and prioritize competing demands in a fast-paced environment.
- Proactive, adaptable and creative with excellent judgement to take decisions quickly.
- Leadership experience, with demonstrated success in managing teams and driving results.
- Strong interpersonal skills and the ability to collaborate effectively with internal and external stakeholders.
- Knowledge of industry trends, best practices, and emerging technologies in communications and marketing.
- Proficiency in graphic design, video editing, or related software is a plus.

Relationships and working contacts.

Internal – Managing Director, EXCO, Heads of departments and Staff.

External – Stakeholders and partners.

Work Environment

Office based.

Candidates who meet the above requirements should submit applications by **e-mail** attaching a detailed CV, scanned copies of academic & professional qualifications, current **remuneration** and three referees by 31st August 2024 to: recruitment@zep-re.com

ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED