



NATIONAL PENSION SCHEME AUTHORITY

EMPLOYMENT OPPORTUNITY

The National Pension Scheme Authority (NAPSA) wishes to fill the position indicated below. Interested applicants who meet the required competences are encouraged to apply.

The successful candidates will be expected to have demonstrable competencies relevant to the respective job.

1.0 Public Relations Officer - NPS05 (Permanent and Pensionable): Head Office

1.1 Main Purpose of Job

To be responsible for the day to day internal and external communication of the NAPSA brand. The officer coordinates information flow and ensures activities and programs run smoothly to build brand impact and reputation in support of the NAPSA success. The Officer ensures that the Institution's public image is enhanced through communication and stakeholder engagement.

1.2 Key Responsibilities

- a) Carries out daily media monitoring across all media platforms on stories/issues pertaining to the Authority, the industry and the corporate world to enable NAPSA keep track of changing trends and develop initiatives to enhance its corporate image;
- b) Develops print and electronic media briefs and press releases to ensure constant flow of information to build the Authority's image and enhance the brand;
- c) Manages media relations through the involvement of the media in corporate events and preparation and distribution of news releases, responses to media inquiries to ensure the external communications activities are in line with the corporate communication for NAPSA;
- d) Writes, edits, and translates publications, posters, and other communication materials, to ensure quality standards are adhered to and consistency is maintained in the brand positioning activities;

- e) Plans social media releases, writes blogs, and manages social media accounts to ensure quality content is provided to a wide audience, to support NAPSA's corporate strategy;
- f) Keeps custody of NAPSA's marketing and communication archives, i.e. brochures, flier artworks and images on a periodic basis, or after production, to ensure availability when required for enhanced efficiency in operations;
- g) Avails advertising, marketing and communication materials to the media in a timely manner and in the correct format to support efficiency in the implementation of NAPSA's communication plan;
- h) Collects and monitors feedback from the communication rollout activities and prepares reports to facilitate evaluation of the corporate strategy implementation and provide information for future direction and strategic decision making
- i) Monitors the rollout of public relations activities on NAPSA and reports any feedback to ensure NAPSA keeps abreast of its brand reputation and uses the feedback to make changes in the public relations rollout plan;
- j) Provides event management services at various corporate functions
- k) Conducts photo shoot of corporate events and maintains archives of photographs, publications, write ups on the activities of the Authority both electronically and in hard copy;
- l) Supports implementation of the CSR policy and activities
- m) Perform other functions as may be assigned from time to time

1.3 Qualifications and Experience

- Grade 12 Certificate with 5 'O' levels with credit or better including Mathematics and English.
- Bachelor's Degree in Mass Communication/Public Relations/Marketing and Advertising/ or other related field
- Not less than three (3) years of relevant experience at a similar level in an organisation of similar size

TO APPLY

Your application letter should be accompanied by a CV and copies of relevant certificates and should also specify your contact address and telephone number(s).

Application letters should be addressed to:

Director Human Resources and Administration
 National Pension Scheme Authority
 Levy Business Park
 Church Road
 P.O. Box 51275

LUSAKA

The closing date of receipt of applications is *Thursday, 8th October, 2020.*

PLEASE NOTE THAT:

ANY FORM OF LOBBYING WILL LEAD TO AUTOMATIC DISQUALIFICATION OF THE CANDIDATE AND ONLY APPLICANTS WHO MEET THE SPECIFICATIONS INDICATED ABOVE WILL BE ACKNOWLEDGED.

BE SMART, SECURE YOUR FUTURE