



## WATER RESOURCES MANAGEMENT AUTHORITY

### EMPLOYMENT OPPORTUNITY

The Water Resources Management Authority (WARMA) was established in 2012 under the Water Resources Management Act No. 21 of 2011. One of its main functions is to manage and regulate the use of Zambia's water resources in an integrated, participatory and sustainable manner taking into consideration the human, land, environmental and socio-economic factors. In order to effectively implement its functions, the Authority wishes to recruit a suitably qualified, self-motivated and experienced person for the following position: -

#### **SENIOR PUBLIC RELATIONS AND COMMUNICATION OFFICER (01 Position)**

**Department / Unit :** Corporate Services  
**Reports To :** Director General  
**Location :** WARMA Head Office - Lusaka

#### **Qualifications:**

- a) Full Grade Twelve Certificate with a credit or better in English and Mathematics.
- b) Bachelor's Degree in Mass Communication/Public Relations/ Journalism/ or related field;
- c) A Master's Degree in a relevant field will be an added advantage
- d) Certificate in Protocol and Diplomacy.
- e) Member of the Zambia Public Relations Association (ZAPRA).
- f) At least Eight (8) years of relevant work experience in a similar role.
- g) Must be a Zambian Citizen.

## **Other Requirements**

- a) Experience in the publishing of media content
- b) Research skills and capabilities;
- c) Good public speaking skills;
- d) Computer literacy.
- e) Strong writing and analytical skills; and
- f) Good interpersonal skills.
- g) Highly developed leadership and management skills.
- h) Strategic/Business planning skills

## **Purpose of the Job:**

This role is responsible for formulating and implementing the Authority's Communication Strategy, disseminating information to the Public and other stakeholders, enhancing the corporate image of the Authority and supporting water resources management in the country. The position utilises all forms of media to organise and coordinate public relation initiatives to ensure effective communication with stakeholders, the media and the public. Additionally, the position also transforms technical information from other departments for dissemination to the public.

## **Main Duties and Accountabilities:**

1. Review, develop and monitor the implementation of the corporate communication strategy to ensure alignment of the departmental activities with the corporate strategy, and enhancement of the brand and reputation with stakeholders.
2. Review or develop and implement a Stakeholder Management Plan and Branding Manual;
3. To review and implement the Corporate Social Responsibility and Initiatives in line with the Policy;
4. Review the communication plan for the Authority to ensure alignment with the corporate strategy thus developing harmony in the department as a whole;
5. To conduct research and develop media contents regarding all aspects of the WARMA mandate;
6. Review and approve communication content from internal departments developed to address identified needs to ensure consistency in the communication activities of the brand;
7. Coordinate with external service providers to produce media content;
8. Prepare of content and supervise the production of branding material including brochures, handouts, leaflets, promotional videos and other content;

9. Coordinate and organise institutional events including press conferences, exhibitions, national events and media training;
10. Identify and prioritise emerging issues and handle them in a timely fashion to manage the reputation of the institution and ensure positive publicity;
11. Review monthly reports on the perception of the brand as a result of the implementation of the communication plan to ensure the communication objectives developed are met in support of the business goals;
12. Develop a Crisis Management Plan in liaison with staff in the department, to prevent loss of confidence and trust from the stakeholders, and to ensure business continuity;
13. Train and develop staff in the Public Relations and Communication in support of the human resource management strategy of the authority to ensure the availability of critical competencies for the delivery of service, to enhance business performance;
14. Establish and maintain a strong network with influential media to sustain a good image for the Institution;
15. Develop and manage social media content on social media platforms and the institutional website;
16. Develop and implement a communication outreach plan derived from the corporate communication strategy to ensure the corporate affairs activities support the overall strategy;
17. Issue press releases and statements to provide a clear understanding of the Institution related issues and foster management awareness;
18. Formulate, monitor and advise on public relations strategies to establish and maintain a mutual understanding with other stakeholders;
19. Profile effective media channels, develop a schedule of media practitioners, expand contacts with print, audio-visual, and social media outlets to enhance coverage, and respond to queries from the media and other external parties;
20. Coordinate the development of the PR Unit work plan to ensure the implementation of the department strategy meets the set timelines and quality standards;
21. Develop the PR Unit budget to ensure sufficient allocation of resources to the Unit for successful implementation of the department strategy
22. Develop the departmental policies and procedures to ensure the availability of guidelines that enhance timely and quality delivery of services that are compliant with the relevant guidelines and laws;
23. Identify and recommend relevant software and applications to enhance the performance of functions of public relations; and
24. Perform any other duties as delegated by the Supervisor.

INTERESTED PERSONS SHOULD SEND THEIR APPLICATION LETTERS SUPPORTED BY COPIES OF CERTIFIED ACADEMIC AND PROFESSIONAL QUALIFICATIONS WITH DETAILED CV'S WITH THREE (3) TRACEABLE REFEREES NOT LATER THAN 17:00HRS ON **24<sup>TH</sup> NOVEMBER,2023** TO THE ADDRESS BELOW VIA THE FOLLOWING EMAIL: [JOBS@WARMA.ORG.ZM](mailto:JOBS@WARMA.ORG.ZM). **IN THE SUBJECT LINE, PLEASE INDICATE THE SPECIFIC POSITION YOU ARE APPLYING FOR; ONLY THOSE APPLICATIONS THAT REFERENCE THE POSITION IN THE SUBJECT LINE WILL BE CONSIDERED.**

The Director Human Resources & Administration  
Water Resources Management Authority  
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Po Box 51059

**LUSAKA**

**PLEASE NOTE THAT ONLY SHORT-LISTED CANDIDATES WILL BE CONTACTED. YOU DO NOT NEED TO APPLY IF YOU DON'T MEET THE MINIMUM REQUIREMENTS.**