



## **HEAD OF COMMUNICATION AND AWARENESS PROGRAMME OF THE ISLAMIC FINANCIAL SERVICES BOARD**

*The Islamic Financial Services Board (IFSB) is an international standard-setting organisation that promotes and enhances the soundness and stability of the Islamic financial services industry by issuing global prudential standards and guiding principles for the industry, broadly defined to include banking, capital markets and insurance sectors.*

The IFSB is seeking candidates for the position as the Head of Communication and Awareness Programmes.

The advertised position is a starting point for an exciting career in the IFSB. This position is aimed at an outstanding young and motivated individual, who has demonstrated a commitment to Islamic finance, supported by academic success, professional achievement and potential for leadership. As a global standard setting body on Islamic finance, we value diversity in our work place, and encourage qualified men and women with diverse backgrounds to apply for this position. If you are selected to join the IFSB, your assignment will be enriched through on-the-job learning, specialised training, and mentoring. It is an opportunity to contribute to the soundness and stability of Islamic financial services industry and gain exposure to the IFSB's intensive work programmes.

Closing date for the application is **1 March 2019**.

### **HEAD OF COMMUNICATION AND AWARENESS PROGRAMME**

#### ***Job Description:***

The Head of Communication and Awareness Programmes (CAP) leads all Corporate Communications, Event Management and Marketing activities and functions of the IFSB.

#### **KEY RESPONSIBILITIES**

- (i) Oversee daily operations of Communications for the organisation, including work and budget planning and monitoring, and adherence to all CAP and IFSB Standard Operating Procedures.
- (ii) Develop, build and maximise the branding and visibility of the organisation in the market / global industry.
- (iii) Develop and implement the organisation's media strategy and act as the organisation's representative with the media agencies and correspondents.
- (iv) Oversee the logistical management and marketing (including sponsorships) of the IFSB's awareness programmes, which include international seminars, conferences and executive forums.
- (v) Oversee the IFSB's corporate communications functions, including internal and external communications (members), management of websites and social media.
- (vi) Develop and review content for IFSB's brochures and publications, and oversees the publication process.
- (vii) Other duties include but not limited to visitor hospitality, stakeholder engagement, and collaborations / partnerships.
- (viii) Prepare Reports to Management, Technical Committee, Executive Committee, and Council, if needed.

- (ix) All other duties as instructed by the Supervisor.

**QUALIFICATIONS / BACKGROUND / SKILLS**

- (i) At least a Bachelor's Degree in Communication, Marketing or equivalent. Master's Degree is an advantage.
- (ii) 8+ years of working experience of Marketing, Communication, Branding, Event Management or Media and Public Relations (supervisory level).
- (iii) Fluent in English. Fluency in other international languages, such as, Arabic and French, is an advantage.
- (iv) Excellent written and verbal communication skills.
- (v) Forward looking, strategic leader that works well within a fast-paced, dynamic, multi-cultural business environment and is comfortable working with all levels of the organisation
- (vi) Possess strong leadership and people management skills, and able to work independently.
- (vii) Able to demonstrate skills, knowledge and experience in the execution of international events, marketing and communication activities.
- (viii) A team player and a result-oriented person, with good multi-tasking skills.
- (ix) Knowledge of, and experience working in, international organisations is an advantage.
- (x) Knowledge of the financial services industry is an advantage.