

ORGANIZATIONAL CONTEXT	
Job Title	EAMS Communications & Marketing Key User
Job Code	Coordinator - 1
Grade	5
Affairs	Asset
Department	Roads O&M
Section	Business
Team	Enterprise Asset Management Systems Team
Date last updated	26 March 2014

JOB CONTENT
<p>Role Objective</p> <ol style="list-style-type: none"> Working with the Change Project Manager to coordinate the delivery and installation services. Managing all facets of a medium complexity rollout and works with the Implementation / Change Manager on medium to higher complexity aspects.
<p>Job Roles & Responsibilities</p> <ol style="list-style-type: none"> Reports to the Change Management Lead Projects will include: <ol style="list-style-type: none"> Communication / Engagement Strategy Management of Communications and Engagement Strategy Execution Internal marketing of the project Participate and provide input in discussions/workshops for developing/reviewing the project deliverables within workstream and provide feedback within the specified time frame as per the project plan Ownership of project communication and marketing deliverables Producing checkpoint reports for the Change Management Lead relating to the communications and marketing performance and outstanding issues Day-to-day management of communication and marketing deliverables, including: <ol style="list-style-type: none"> Serve as the main liaison with the Ashghal PR Department Participate in business process analysis sessions Identify marketing and communications needs between functional teams Participate in Change Management activities Coordinating activities with other project Leads Ownership of the creation and maintenance of shared on-line and other communications and marketing material for the EAMS solution. This will include: daily, weekly and monthly updates for the following audience groups: <ol style="list-style-type: none"> President's Office and top executives Steering Committee Sub-Steering Advisory Group Programme Review Board Programme Leadership team Functional Leadership

- g. Other Ashghal Departments, including the **Assets Affairs** community, **Building Affairs, Infrastructure Affairs, PMCs and MCs, HR, Finance, Procurement, Contracts, UCC** and others
- h. Operations leadership and teams
- i. Functional leadership and teams
- j. Vendors and other subcontractors

BEHAVIORAL SKILLS, KNOWLEDGE AND EXPERIENCE

(Knowledge and experience needed for the satisfactory performance of the job)

Educational & Experience:

Qualifications

Essential

- Degree or professional qualification preferred
- 4 + years' experience in similar role

Desirable

- Branding, marketing, advertising or media experience preferred
- Design and marketing skills

Technical Knowledge

- Familiar with forms of contracts, including responsibilities and contractual obligations
- Computer literate and thoroughly conversant with MS Office suite and relevant engineering software packages.
- Familiar with Asset Management, Highway Maintenance, Health and Safety, and Quality Standards and Regulations

The Individual

- Flexibility and willingness to be involved in all aspects of the operation
- Experience of working in an operation with quality and health and safety systems
- Team player but have the ability to work well unsupervised
- Manage their time and team effectively and be self-motivated
- Excellent communication and organizational skills
- Good decision making skills