



Position: Manager Consumer Affairs- Advocacy

Reports to: Director of Consumer Affairs

Salary: The position is on Category **IIB** of the PURA pay scale.

Number of vacancies: (1) one

BACKGROUND

The Public Utilities Regulatory Authority (PURA) is the Gambia's independent multi-sector regulator established under the PURA Act 2001 to regulate the following sectors:

- Broadcasting
- Electricity
- Telecommunications
- Petroleum (Downstream)
- Water and Sewage

PURA in accordance with its mandate is currently striving towards performing technical, economical and safety regulatory functions in respect to regulated public services. This is done in a bid to achieving its regulatory mandate and fair competition within regulated entities, economic development, social inclusion, and environmental sustainability to always ensure improved Service delivery as well as protection for both consumers and service providers.

Main Responsibilities:

- To provide expertise and consumer-oriented focus to disseminate information to better inform consumers.
- Support execution of consumer advocacy programs that engage consumers, that lead to increased knowledge sharing and visibility in the market.
- Be a Champion of all advocacy functions, and initiate similar events such as the Consumer Parliament and the Bantaba Outreach
- Protect interest of consumers and public utilities through Advocacy
- Facilitate the implementation of the CAD (Consumer Affairs Directorate) advocacy projects.
- Promote Consumer education, outreach, and market monitoring.
- Develop strategies to raise awareness nationally and on PURA's mandate.
- Maintain a positive, empathetic, and professional attitude toward customers at all times.
- Make recommendations to managers to improve customer experience using Advocacy.
- Maintaining a database of customer information for Advocacy purposes
- Escalating inquiries to the appropriate team, when necessary



Public Utilities Regulatory Authority

Equity in development

- Resolves consumer-related problems and disseminates advisories to the General Public.
- Act as a bridge between PURA's internal and external stakeholders.
- Act as a liaison between Consumer advocacy groups and the directorate.
- Any other duties as may be assigned by the superior.

Knowledge and Skills

- Must be able to prepare monthly, quarterly, and annual reports on all advocacy activities with strong knowledge of Microsoft word, excel and PowerPoint.
- Should have excellent analytical skills with good background in consumer education and awareness activities.
- Strong interpersonal skills to be able to relate with consumers and regulated public utilities for smooth working relations.
- Proven experience in customer & advocacy marketing
- Excellent cross-functional collaboration skills
- Customer-driven philosophy that enables effective reference capture and nurture; with demonstrated ability to describe business value with clear metrics.
- Proficient project management skills with the ability to manage and track many tasks simultaneously.
- Exceptional communication skills (written, verbal, and presentation)

MINIMUM QUALIFICATION & PREFERRED EXPERIENCE

- Bachelor's degree with five years relevant experience in Management, Business Studies, Customer Care, or any other related field.
- Master's degree with three years' experience in a relevant field will be an added advantage.

SUBMISSIONS OF APPLICATIONS

All applicants must complete and sign the PURA Job Application Form which can be downloaded from the PURA website (www.pura.gm) or picked up at the PURA office reception desk, Applications must be accompanied with a Curriculum Vitae (CV) and photocopies of relevant certificates.

All applications must be submitted to the PURA office in sealed envelopes on or before **12:00hrs, on 10th March 2023** and be addressed to:

The Director General
Public Utilities Regulatory Authority (PURA)
Kairaba Avenue
P.O. Box 4230 Bakau
KMC

*** Female candidates are encouraged to apply



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