**ISMAIL, Fatai Olawale - PhD**

**Strategic Communication and Development Communication/Research Expert**

**www.linkedin.com/in/ismail-fatai-olawale-428b0099/**

**Mobile:** **08038013689, 08099443554**

**E-mail: pragmatich@gmail.com.**

**Home: Flat 11, Block 23, LASG Housing, Via WEMCO Road, Opposite AY Garden, Ogba, Ikeja.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Degree/Institutions/Date:**

* PhD Mass Communication, University of Lagos (2022).
* M.A. Development Communication, Ahmadu Bello University, Zaria **(2015).**
* MILD - Master of International Law and Diplomacy, University of Lagos, Akoka, Lagos **(2004).**
* B.A. English Language (Hons) (Language, Structure, Society and Development), University of Ilorin, Ilorin **(1999).**
* Certificate in Social Research Method and P.E. II, Chartered Institute of Personnel Management of Nigeria, Alausa, Lagos **(2004).**

**Certificates/Awarding Body/Organizers/Date**

* Certificate in Social Research Chartered Institute of Personnel Management of Nigeria, Ikeja, Lagos **(2002).**
* CIPMN Professional I &II Certificates in Human Resource Management and Industrial Relations, Chartered Institute of Personnel Management of Nigeria, Ikeja, Lagos- **2002 & 2003.**
* Certificate in Public Relations and Research/Academic Institutes Image Management, Nigeria Institute of Public Relations (Work shop) - **2014.**
* Certificate in Leadership and Management, (Work shop), Reich Consulting, Nigeria - **2013.**
* Certificate in Advanced Public Relations and Media Management, Nigeria Institute of Public Relations (Workshop) - **2012.**
* Certificate in Advanced Writing and Media Management, (Work shop), MACK-EDO Consult, Lagos State Ministry of Information and Strategy, Alausa, Ikeja, Lagos - **(2009).**
* Certificate in Social Research Method, Chartered Institute of Personnel Management of Nigeria, Ikeja, Lagos **(2004).**

**Present Employment:**

National Agricultural Extension and Research Liaison Services, Ahmadu Bello University, Zaria.

**Positions:**

* Assistant Chief Editor (Technical /Research Experience)
* Lead, Conventional Media and Participatory Communication Research Team (Administration/Research Experience).

**Roles/Duties**

* Develop communication contents for different media channel use (including social media).
* Develop strategic communication framework for programmes implementation
* Review and analyse qualitative research and write reports
* Engage in editing (content)
* Carry out government and public relations functions
* Research (mass communication, media studies, public relations, participatory communication and research, content editing)
* Perform corporate communication and policy analysis
* Provide support for executive stakeholders while also executing organizational and functional strategic communication agendas.
* Copy/Technical Writing and documentation.
* Collaborate closely with internal teams, senior management, and partners to formulate and deliver dynamic written messages and policy report for audiences and channels that supports company’s mission, strategy and culture.
* Partner with/own executive stakeholders (including executive directors and above), acting as an advisor to create, execute and manage communication strategies, messages and planning that drive the organization communications charter highlighting the risks and benefits associated with proposed strategies and tactical responses.
* Work with partners to take big picture visions/ideas and develop specific communication plans or strategies to ensure smooth implementation of stated strategy and business priorities in addition to leading communication efforts on initiatives and projects to create awareness of the business value of select department strategic initiatives.
* Plan and execute communication strategies for organizational changes, crisis communication, people strategy and events as well as leadership meetings, executive staff calls and follow up.
* Create, maintain and execute a communications operating rhythm to ensure the right balance between proactive and reactive work.
* Design, develop and edit content for internal communication channels including presentations, talking points, emails, fact sheets, e-news, digital signage, the intranet and internal social media channels to achieve specific communication objectives that directly tie to and/or align with business priorities and objectives.
* Interview and frame stories to incorporate the organizations goals, strategies and interests. Manage editing process to produce stories that are well researched, accurate and free of errors.
* Gather and summarize employee feedback on communication effectiveness to ensure communication strategies and efforts effectively drive business strategy, priorities and goals; solicit feedback after key communication events and share with executive stakeholders as appropriate. and use feedback to influence and make recommendations around identified areas of improvement.
* Develop, drive and maintain news content for the intranet; serve as the point person and subject matter expert for other intranet content owners.
* Serve a key role in the planning and development of communication strategy for organizational changes, planned organizational events and critical events across the company.
* Support the graphic art and visual unit in providing materials including video to support communication events and presentations.

**Previous Experiences/Organizations/Dates:**

1. Public Affairs Officer, Lagos Ministry of Information and Strategy **(2007-2010).**
2. Government Relations Specialist, Etisalat- Nigeria **(2011)**
3. Head, Public Relations, Protocol and Advancement Unit, NAERLS, Ahmadu Bello University, Zaria, Nigeria - **(2015-2016).**
4. Leader, Agricultural Communication Research Programme, NAERLS, Ahmadu Bello University, Zaria, Nigeria - **(2015-2016).**

**Summary of Profile:** Ismail Olawale is a lecturer and researcher in communication, media studies, critical studies, development. He is a reviewer and editor of journals (science, social science and humanities) with more than 12 years research instrument development, deployment, data collection, analysis and report writing. He has more than 25 publications (journals) and 5 book chapters published, covering issues in organization communication, gender, risk and humanitarian communication, strategic communication, corporate communication, agricultural communication, development communication, policy analysis, corporate social responsibility, participatory communication and research as well as C4BC. He develops communication framework as well as strategies for organizations and project implementation. He has worked on development projects sponsored by USAID, the World Bank, DFID, UK-Aid UNICEF in the area of development project communication framework development, training of state information officers (Kebbi, Sokoto, Kano and Zamfara) in risk and strategic communication for transmissible diseases, polio vaccination and exclusive breastfeeding. His publications cut across international and local journals in strategic and development communication with preference for participatory communication and research as well as strategic communication framework development. He holds a Doctor of Philosophy (PhD) in Mass Communication from the University of Lagos, Akoka, Lagos, Nigeria.

|  |
| --- |
| **Referees** |
| Professor Adepoju TejumaiyeHead of Department,Mass Communication,University of Lagos,Lagos.E-mail: pojutejumaiye@yahoo.comTel: +2347033184920.  | Professor Bashir SaniHead, E- extension DepartmentNAERLS,Ahmadu Bello UniversityZaria.E-mail: bashirsani@gmail.comTel: +2348068134944.  | Professor Sadiq Zubair AbubakarVice ChancellorCapital City University, Kano.E-mail: szabubakar@yahoo.co.ukTel: +2348035066982.  |
|  |