



Pacific
Community
Communauté
du Pacifique

JOB DESCRIPTION

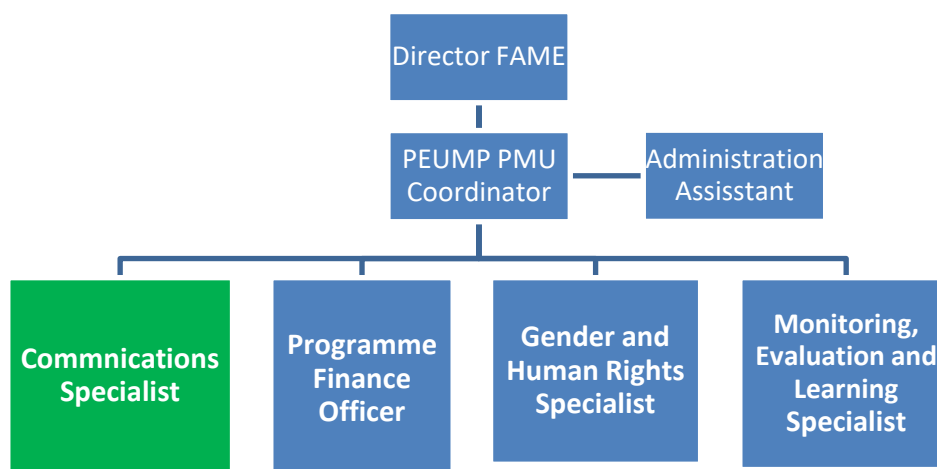
Job Title:	Communications Officer
Division/programme:	Fisheries, Aquaculture and Marine Ecosystems (FAME)
Work Unit:	Programme Management Unit (PMU) for the Pacific European Union Marine Partnership (PEUMP) programme.
Location:	Suva, Fiji
Reporting to:	PEUMP PMU Coordinator
Number of Direct Reports:	No direct reports
Purpose of Role:	The job is responsible for leading the implementation, coordination and collaboration of the PEUMP Communications Strategy, Communications Plan, Visibility Plan and supporting knowledge management across all seven components, the implementing partners and the 15 Pacific-ACP countries. The aim of the role is to raise the profile of the PEUMP programme using multiple outreach strategies and innovative approaches to reach key audiences. This includes the fostering of strong partnerships with the donors, EU and Sweden, and the beneficiary countries.
Date:	November 2020

Organisation Context and Organisation Chart

The PEUMP Programme is in its third year of implementation (July 2018 to April 2023) and has a total budget of €45M, of which €35M is provided by the European Union (EU) and €10M by Sweden. It has seven components or key result areas (KRAs), with SPC being the lead agency and the PEUMP PMU the lead coordinator across the Programme. The PEUMP Programme is implemented in all 15 Pacific-ACP countries including Timor-Leste.

In addition to its coordinating role through the PMU, SPC is also responsible for the delivery of three components, the PMU (KRA 0 – €5.5m), Oceanic Science (KRA 1 – €4.4m) and Coastal Science and Management (KRA 3 – €12.3m). FFA is responsible for two areas, Tuna Fishery Development (KRA 2 – €5m) and IUU Fishing (KRA4 – €4.2m) with SPREP implementing the priority area Ecosystem Based Management and Biodiversity Conservation (KRA 5 – €6.6m). The University of the South Pacific is implementing the Capacity Development result through a separate agreement with the EU.

The PEUMP PMU is responsible for overseeing the implementation of the PEUMP Programme across the seven components, the implementing partners, and the 15 Pacific-ACP countries. A core aspect of the PMU is programme reporting to the EU Delegation across all components, including financial reporting. This means that the PMU is responsible for coordinating with FFA, USP and SPREP the Programme's implementation and extensive reporting requirements.



Key Result Areas

The position encompasses the following major functions:

- Lead strategic direction and operational implementation of all communication activities through effective communication tools:** lead the implementation (and adaptation when required) of the PEUMP Communications and Visibility Strategy and Annual Workplan across the seven components of the Programme, in close coordination with the donors EU and Sweden through the development, design and operationalisation of high-quality communication activities, tools, processes and products. Lead the development of visibility events with relevant media. Ensure quality control of PEUMP comms and knowledge management activities in line with EU, Sweden and key partnerships' requirements and in line with SPC strategic goals.
- Forge reliable and trusting inter-agency Partnerships and Relationships across 15 participating countries, implementing partners (FFA, SPREP, USP and SPC) and donors (EU and Sweden):** Facilitate trusting and constructive inter-agency collaboration and coordination through cross-organisational partnerships with all partners implementing the PEUMP programme. Public diplomacy of key relationships and engagement with target audiences to increase effective implementation of the Programme's goals and objectives towards sustainable development for participating countries and the region.
- Support an Information and Knowledge Management approach:** support knowledge gathering, storing and in particular, the sharing of relevant information, research and scientific data and evidence generated by the PEUMP Programme across its stakeholders, participating countries, international partner agencies and the broader research, academic, science and development community. Development of the PEUMP website and potential integration with other knowledge management sites and PEUMP partner sites.
- Provide guidance and coordination including Communications capacity building for consistent and high-quality performance:** Instil best practice and high-quality comms performance across the Programme through advice, mentoring and coaching of participating stakeholders and internal staff; development and application of consistent communication plans, activities, processes, templates, products, media training of PEUMP teams, public speaking and other relevant tools for stakeholders.

- **PEUMP Programme PMU Administration:** Provide PEUMP Programme administration support when required

The requirements in the above Key Result Areas are further detailed below.

The Jobholder is accountable for:	The Jobholder is successful when:
1. Lead the strategic direction of all Programme communication	
<ul style="list-style-type: none"> • Review and revise the PEUMP Communications and Visibility Strategy (when required) with implementing partners in line with participating countries and donor requirements. • Assess existing and design innovative communication approaches under the Strategy to reach target audiences at regional, national and community level. • Establish review mechanisms, in collaboration with the MEL Specialist, to measure effectiveness and impact of the PEUMP Programme's Communications approach and incorporate findings into the Strategy (if required) and the Annual Communication Workplan. 	<ul style="list-style-type: none"> • Strategic outcomes as determined by the Communications Strategy are understood and acknowledged by key stakeholders and implementing partners. • The Annual Communication Workplan is developed, updated and adapted through participatory and collaborative processes with Programme stakeholders • The Communication Strategy and the Annual Communication Workplan are updated as and when required through participatory reviews with key stakeholders and implementing partners and guide the implementation of the comm activities
2. Manage operational implementation of all communication activities	
<ul style="list-style-type: none"> • Develop the Annual Communications Work plan and lead the implementation of communication activities, processes, systems and templates for use by the PEUMP Programme and distribution across implementation partners in line with corporate and donor branding requirements. • Develop innovative, effective, consistent, relevant, appropriate and valid content for multiple communication tools (press, audio-visual...) targeting the different PEUMP audiences at regional, country and community level. • Lead the organisation of visibility events working with press and media • Identify and foster support from regional and national media providers, including television, radio, press, and social media platforms for use in understanding the PEUMP Programme 	<ul style="list-style-type: none"> • PEUMP partners implement their communication activities in line with the Annual Communications Workplan using agreed templates, processes and systems. • A clear communication and media presence at regional, country and community level is registered and consistently recorded in the media tracker. • Communication tools, materials and content is effective, consistent, relevant, appropriate and shared widely. • All communication products are branded in line with the PEUMP Programme, SPC, the EU and Sweden's branding requirements.
3. Forge reliable and trusting inter-agency Partnerships and Relationships	
<ul style="list-style-type: none"> • Facilitate trusting and constructive inter-agency collaboration and coordination through strong communication/knowledge relationships with 	<ul style="list-style-type: none"> • Sustainable stakeholder links are developed and strengthened using a diverse array of communications and social/digital networking

<p>stakeholders, participating countries, international donors (EU and Sweden), partner agencies (FFA, SPREP and USP) and the broader research, science and development community implementing agencies and partners.</p> <ul style="list-style-type: none"> • Public diplomacy of key relationships and engagement with target audiences to increase effective implementation of the Programme's goals and objectives towards sustainable development for participating countries and the region. • Stakeholder analysis of power/influence structures and adapt engagement accordingly, development of innovative approaches to strengthen collaboration and relationships • Support effective engagement with identified stakeholders through the establishment of a PEUMP specific stakeholder engagement database 	<p>tools and through digital and strategic materials from the PEUMP Programme.</p> <ul style="list-style-type: none"> • Key stakeholders are engaged and supportive of the Programme's objectives and goals through appropriate digital and strategic programme materials and products. • Increased collaboration and coordination between stakeholders, participating countries, international donors (EU and Sweden), partner agencies (FFA, SPREP and USP) and the broader research, science and development community. • Relevant strategies for engagement are developed and adopted across the Programme. • Collaborative working relationships with donor organisations, EU and SIDA (Sweden) are established and maintained. • Good collaborations across all PEUMP programme components are developed and maintained sustainably.
<p>4. Support Information and Knowledge Management activities</p>	
<ul style="list-style-type: none"> • Support recording, storing and, in particular the sharing of relevant information, research and scientific data and published evidence from the PEUMP Programme with stakeholders, participating countries, international partner agencies and the broader research, science and development community. • Manage the PEUMP website and integration with other knowledge management sites and other PEUMP partner sites, in line with programme, corporate and donor branding requirements. 	<ul style="list-style-type: none"> • Sharing of knowledge materials is increasing stakeholder engagement and support through improved understanding of the PEUMP Programme, its strategic goals and objectives. • Engagement with stakeholders is effective through the output and sharing of innovative and relevant knowledge materials. • The PEUMP website is maintained and regularly updated, is accessible to internal and external stakeholders, and results in increased external traffic.
<p>5. Provide guidance and coordination including Communications capacity building for consistent and high-quality performance</p>	
<ul style="list-style-type: none"> • Instil best practice and high-quality comms performance across the Programme through advice, mentoring and coaching of participating stakeholders. • Develop and drive the application of consistent communication plans, activities, processes, templates, products, media training of PEUMP 	<ul style="list-style-type: none"> • Communication strategies and implementation approaches, systems, tools and templates are commonly understood, supported and applied by stakeholders across the Programme, including the use of a Media Toolkit, resulting in improved quality of content across the Programme • Increased capacity and confidence of participating organisations and countries to

<p>teams, public speaking and other relevant tools for stakeholders.</p> <ul style="list-style-type: none"> • Develop a media toolkit and guidelines for guiding the implementation partners and strengthening public relations for the PEUMP programme. • Undertake training on communication approaches with PEUMP programme partners to strengthen communications across the programme. • Facilitate programme learning to obtain insights and ideas for Programme improvements through sharing of information from project reviews, evaluations, scientific research. 	<p>proactively produce communications materials and products.</p> <ul style="list-style-type: none"> • Comms training is developed and provided as and when required, supported through mentoring, coaching and on-the-job guidance to junior and external comms/knowledge management staff. • Programme reviews and evaluations are regularly undertaken with programme stakeholders, findings are shared and incorporated to improve programme effectiveness and impact.
6. PEUMP Programme PMU Administration	
<ul style="list-style-type: none"> • Author Communications and Visibility reporting including input into the Annual report, across the seven components in a timely manner and to high-quality standards • Contribute where applicable to Programme, Divisional and Corporate publications, such as Fisheries Newsletters and PEUMP programme articles and reports. • Provides communication support to reports on the Programme, which may include technical and scientific content and jargon. 	<ul style="list-style-type: none"> • PEUMP Programme Reporting of Communication and Visibility activities across the implementing partners (FFA, SPREP, SPU) is well-coordinated, timely and meets branding guidelines. • Communication activities and products are delivered within agreed timescales and deadlines. • General support to the workings of the PMU is provided as and when required.

Note

The above performance standards are provided as a guide only. The precise performance measures for this position will be discussed between the jobholder and supervisor as part of the SPC performance development process.

Most Challenging Duties Typically Undertaken (Complexity)

Most challenging duties typically undertaken:
<ul style="list-style-type: none"> • Effectively direct the PEUMP Programme's communication and knowledge management strategy across its multiple and varied stakeholders, fostering support and understanding of the Programme's objectives, outcomes and long-term goals. • Effectively manage and integrate communications and knowledge management expectations from the 15 participating countries, donors (EU and Sweden), implementing partners (FFA, SPREP and USP) and SPC to increase support and understanding of the PEUMP Programme.

- Effective and consistent implementation of communications and knowledge materials, processes, tools, and templates across a wide range of stakeholders with various levels of engagement, ensuring high visibility of the PEUMP Programme.
- Effectively manage the PEUMP Programme communications and knowledge management content and integrate scientific research and development content for a technical and non-technical audience.
- Effectively guide and support communication guidance and coordination across PEUMP's vast network of stakeholders.

Functional Relationships & Relationship Skills

Key internal and external contacts	Nature of the contact most typical
<u>External:</u> <ul style="list-style-type: none"> • CROP agencies (FFA, SPREP and USP) • International donor agencies (EU and Sweden), • Government staff from 15 Pacific-ACP countries • Media professionals: news editors, journalists, producers, camera crews, photographers, graphic designers, web designers and advertising executives • Technical and scientific PEUMP partners • Consultants 	<ul style="list-style-type: none"> • Managing and directing • Coordination and collaboration • Negotiation and influencing • Advice, guidance and support
<u>Internal:</u> <ul style="list-style-type: none"> • PEUMP PMU staff • FAME Director, Deputy Directors • SPC Corporate Communications Team • FAME Communication Officer • FAME Information Section • Other divisions incl GEM, RRRT, SDP, and LRD 	<ul style="list-style-type: none"> • Coordination and collaboration • Negotiation and influencing • Advice, guidance and support

Level of Delegation:

The position holder:

- Has financial authority of €50K (PMU only) for the Communications component of the PEUMP Programme
- Is responsible for the management of a €20K (PMU only) operational communications budget.

Person Specification

This section is designed to capture the expertise required for the role at the 100% fully effective level. (This does not necessarily reflect what the current position holder has.) This may be a combination of knowledge / experience, qualifications or equivalent level of learning through experience or key skills, attributes or job specific competencies.

Qualifications

Essential:	Desirable:
Post Graduate degree or equivalent experience in communications, media, journalism or related discipline	Additional qualifications or experience of working with communications, public relations, marketing, media or journalism as well as Programme Coordination / Project Management, Supervision / Mentoring, International Development

Knowledge / Experience

Essential:	Desirable:
<ul style="list-style-type: none"> • At least seven years relevant experience in designing and implementing Communication and Visibility strategies, workplans and activities in large and complex programmes • Demonstrated experience in devising and steering effective communication and visibility implementation approaches, systems, tools and templates • Demonstrated leadership ability in effecting and maintaining strong stakeholder engagement and cross-organisational partnerships. • Demonstrated experience in creating and publishing scientific and/or technical content including web-based, social and digital media; experience in establishing effective regional media network partnerships for programme messaging. • Demonstrated writing skills to develop communication contents for press-releases and other short communication materials (i.e. factsheets, country project fiches, texts for digital media. • Demonstrated experience in efficient recording, storing and sharing of knowledge materials • Demonstrated analytical skills and the ability to master, compile, summarise and communicate new material quickly. • Demonstrated experience in event organisations (from concept/content development to practical organisation) • Training and facilitation experience, with knowledge of the basic principles of training and education in communications. • Proficiency in using Microsoft Office suit of programmes as well as usage of web-based management systems, good knowledge and experience in audio-visual production 	<ul style="list-style-type: none"> • Understanding the media and communications landscape in Pacific Island countries, CROP agencies, international donor agencies and program management teams. • Familiarity with Pacific Island Countries would be an advantage. • Knowledge of an additional Pacific island language is an advantage. • A good understanding of production principles and practice for video and radio. • Understanding of how to run a news agenda. • Broadcast and/or video production skills or page layout skills an asset. • Inventive, creative and an aptitude for problem solving. • Inventive and creative to propose and implement new communication tools to reach broad range of stakeholders

<ul style="list-style-type: none"> • Proven ability to work independently and as part of a team in a fast-paced, high-profile, multi-cultural and gender-sensitive environment • Excellent communication skills in English (oral and written) with proven ability to engage with government, public and community audiences • Demonstrated commitment to gender equality and human rights based approaches • Willingness to travel across the Pacific, under at times challenging physical conditions 	
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Key Skills /Attributes / Job Specific Competencies

The following levels would typically be expected for the 100% fully effective level:

Expert level	Communication and knowledge management analysis, strategy development, development and coordination of implementation at regional and cross-organisational levels, audience analysis, message development, event organisation
Advanced level	Stakeholder engagement and relationship building strategies with international donors and partners; outcome-based capacity building and training material development; media engagement, editing and writing; developing information and education campaigns; skills in developing newsletter articles, compelling stories and promotional material
Working Knowledge	Project/program management, Pacific political and social structures, processes and culture; video production (scriptwriting, directing, editing); website development and management; graphic design and layout; photography production; radio production;
Awareness	gender and human rights approaches, monitoring and evaluation. SPC regulations and Policies

Key Behaviours

*All employees are measured against the following **Key Behaviours** as part of Performance Development:*

- Change and Innovation
- Interpersonal skills
- Teamwork
- Promotion of Equity and Equality
- Judgement
- Building individual capacity

Personal Attributes

- Results-driven and commitment to excellence
- Demonstrated professional ethics and integrity

- A flexible, problem-solving approach
- Collaborative learner
- Strategic nous
- Pragmatic and systematic

Change to Job Description

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment – including technological requirements or statutory changes. Such change may be initiated as necessary by SPC. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle.