![Pacific Community / Communauté du Pacifique logo]

JOB DESCRIPTION

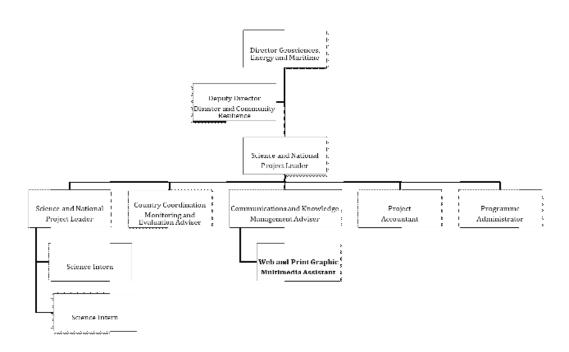|	
Job Title:	**Online Coordinator and Graphic Designer**
Work Unit:	Geoscience, Energy and Maritime Division (GEM Division)
Responsible To:	Communications and Knowledge Management Advisor Regional R2R Project
Responsible For:	Graphic design, multimedia content development and storage and online coordination.
Job Purpose:	The Online Coordinator/Graphic Designer will play a key role in marketing the GEF Pacific Ridge to Reef Programme with responsibility for online coordination and graphic design – including the creation of programme marketing collateral, content development and publications, optimizing multi-platform dissemination and exchange of information and knowledge products, the maintenance and coordination of online platforms, analytics and reporting, and capacity building.
Date:	17 September, 2020

Organisation Context:

Key Result Areas:

The position of Online Coordinator and Graphic Designer Key Result Areas:

The Online Coordinator/Graphic Designer will play a key role in marketing the GEF Pacific Ridge to Reef Programme with responsibility for online coordination and graphic design – including the creation of programme marketing collateral, content development and publications, optimizing multi-platform dissemination and exchange of information and knowledge products, the maintenance and coordination of online platforms, analytics and reporting, and capacity building.

The Online Coordinator/Graphic Designer will also support marketing activities such as campaigns, and special events. The ideal candidate will have experience with both print and web design. Knowledge of basic web development and SEO, photography, and video editing skills.

Reporting to the Communication and Knowledge Management Adviser, the individual will work closely and collaborate with staff within GEF Pacific R2R Programme, SPC and programme partners on a variety of online, graphic, and other related tasks.

The requirements in the above Key Result Areas are broadly identified below.

Jobholder is accountable for	Jobholder is successful when
Key Result Area 1 **Online Coordination and Content Management** • Supports the management of the day-to-day maintenance and operation of the GEF Pacific R2R Programmes online presence, including incorporating new technologies, regularly updating content, ongoing enhancements and working with external web development firm; • Supports the coordination of the online platforms including website and social media, tracking and monitoring activities and performing regular analytics and analysis; • Works collaboratively with staff and supports editing and post online content on interactive platforms across web and social media platforms as requested; • Supports the web components of campaigns, webpages, forms, auto responses and subscriptions and others; • Online coordination and content development and dissemination, by producing a quarterly calendar and schedule for implementation; • Optimize content to drive conversions; • Designs and implements action alerts,	• The GEF Pacific R2R Programmes online presence is engaging users, and growing; • Retrievable resource database is maintained and accessible to R2R network; • Regularly updating, maintaining and promoting content on online platforms; • Regular analytics reporting is provided to CKMA; • There is positive feedback from stakeholders on the services provided. • Regular reporting on progress.

announcements, and other communications;	
• Maintains an updated list of programme's email contact list;	
• Supports the creation of email newsletters;	
• Proofreads and fact-checks the online content;	
• Regularly report on online analytics, and contribute to the quarterly performance monitoring and research for regular Communications and Knowledge Management reporting, including media monitoring and updating online platforms as required;	
• Assures that all online functions are compliant with SPC and project partner policies, guidelines and standards.	
Key Result Area 2 **Graphic Design** • Provides and creates appropriate and high quality graphic design support and products for programme as directed including layout, visualization tools and techniques, identification and design of appropriate icons, images and other graphic elements for production; • Graphic design will include infographics, social media-oriented graphics, charts, and graphs and other visualization tools; • Create file layouts for production of brochures, booklets, newsletters, data sheets, posters, presentation material, multimedia, illustration, logo design, exhibit material, print ads, banner ads and packaging, and others as directed; • Prepare printing specifications and monitor production deadlines and quality of printing projects with vendors; • Effectively manages, and catalogue all content and graphic design products; • Working with the team on campaign development and execution, collateral design, event material and more as directed; • Ensure all graphic design is compliant with SPC and programme partner corporate communications guidelines.	• Concepts and designs are compliant and engaging; • Graphics workload is manageable and on schedule; • Software and equipment are up-to-date and meet needs for best possible graphic results; • Able to handle multiple priorities and meeting deadlines without compromising content and design integrity; • All outputs stored in designated repository. • Regular reporting on progress.

Key Result Area 3 **Content Development** • Provide photography, videography/sound, interviews and editing; • Utilize digital camera and software, video equipment and audio recording equipment as necessary; • Assist writing, proofreading and fact checking material before online publication.	• When planned events are photographed and videoed to support communications and knowledge management for RPCU, national projects and other partners; • Original stock photo and video catalogue is developed and maintained; • When RPCU and partners visibility is improved; • Work logs are kept and updated regularly.
Key Result Area 4 **Capacity Development** • Support capacity building for online coordination and content management, and graphic design for GEF Pacific R2R Programme Staff, and national programme counterparts as directed;	• RPCU staff R2R Programme project coordinators and national project managers are trained in communications and knowledge management; • Manuals and other supporting graphic design requirements are developed to support training; • Print work requests are handled in a high standard of customer service with requests fulfilled as specified and promptly; • Work is logged for reporting and updated regularly.
Key Result Area 5 **Equipment maintenance and support** • Stock and inventory maintenance, ensuring that consumables are always stocked and available and inventory is managed well; • Camera and equipment are properly maintained and in good condition, ready for use; • Properly maintain camera and other equipment and handle with care; • Assist with the maintenance of computers and other electronic equipment used within RPCU, ensuring they are calibrated regularly and operational at all times or that downtimes are kept to a minimum.	• Specialist equipment are performing optimally at all times; • Specialist equipment downtimes are kept to a minimum; • Stock is available and inventory is managed so that there are no shortages and no work stoppages; • RPCU and related meetings are supported; • RSC procedures are conducted effectively. • Regularly reporting provided to CKMA.

Note

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

Most challenging duties typically undertaken:

- Systematically managing internal and external demands so all activities and targets are achieved.
- Participate and support capacity building and training activities.

Functional Relationships & Relationship Skills:

Key internal and/or external contacts	Nature of the contact most typical

▪ External –
  ✓ Development Partner Organisations, national project staff;
  ✓ SPC corporate communications and publications staff;
  ✓ Multi-media and publication's related vendors.
	• Request for information and/or documentation from online repository;
	• Request for support in the development of knowledge products and/or content to support regional and national project activities.
	• Documentation and sharing of lessons and experiences.

▪ Internal –
  ✓ R2R Regional Programme Coordinator and Communications and Knowledge Management Advisor;
  ✓ Regional Programme Coordination Unit staff;
  ✓ All other GEM staff and on-request SPC staff.
	• Planning, implementation and reporting;
	• Sharing of lessons and experiences.

Level of Delegation:

The position holder: has no budgetary and signature authority.

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:
• Certificate in Graphic Design • At least five years' experience in graphic design and multi-media content development for a large corporate and/or international development organization • Proficiency in operation of desktop publishing and MS applications • CMS experience.	• Experience in capacity building and training • Experience with Drupal CMS

Knowledge/Experience

Essential:	Desirable:
• Experience in coordination and content development for online platforms • Computer literate and familiar with operating in the MS Office computing environment, and latest related software for the job.	• Experience in working in a corporate environment • Good communication skills • Ability to multitask and work under pressure

Key Skills /Attributes / Job Specific Competencies

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

Expert level	Computer and software literate to produce compelling graphic design work;
Advanced level	Multi-media content developments – photography and videography;
Working Knowledge	Drupal CMS, Web-based applications, Familiarity with database operations; SPC Corporate, Pacific R2R and partner branding guidelines; Effective communication.
Awareness	Integrated Resource Management

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

- Reliable and efficient
- Polite and placid disposition
- Ability to work to deadlines and with minimum supervision and drama
- Performs well under pressure
- Ability and willingness to assist with a variety of other tasks
- Attention to detail
- Troubleshooter, especially in looking for ways to make routine processes more efficient

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 the Director Corporate Services. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle.

Approved:

_____   _____
Manager/Supervisor   Date

_____   _____
Employee   Date