

JOB DESCRIPTION

Job Title:	Engagement and Outreach Advisor
Work Unit:	SPC Communications
Location:	Noumea
Reporting to:	Director of Corporate Communications
Direct Reports:	1 direct report
Purpose of Role:	Reporting to the SPC Director of Corporate Communications, the Engagement and Outreach Advisor is the lead Communications role in SPC's Noumea, New Caledonia and is responsible for effective content development, dissemination, engagement actions and project management that ensures media and stakeholders effectively understand the work of SPC in meaningful ways. The role is also the lead contact for French media and has an important engagement capability with partners and government.
Date:	November 2023

Organizational Context and Organization Chart



Key Result Areas (KRAs):

Reporting to the SPC Director of Corporate Communications, the **Engagement and Outreach Advisor** is responsible for coordinating effective engagement and outreach approaches that ensures partners both in New Caledonia and regionally along with our Pacific Island Countries and Territories understand and engage with the work of SPC in meaningful ways.

SPC's role is to engage, advise and assist government and other stakeholders in decision-making on current, emerging and future challenges and opportunities in the Pacific region. To do this we work with Pacific Island Countries and Territories through collaborative, consultative and two-way sharing of information.

This Engagement and Outreach role will set out the strategy that will guide how we embed effective engagement within our work to reach and work alongside others whilst supporting standardisation and upskilling of how SPC teams engage and talk about their work and the organisation in effective ways.

This role will be responsible, under the guidance of the Director, for development of a targeted and well-planned engagement and outreach strategy for key partners, stakeholders and Members including support where needed to the SPC regional offices in Federated States of Micronesia, Vanuatu, and Tonga. The position will also act as the lead contact for relations with French language media across the Pacific and internationally.

Success of this role will be to ensure both SPC staff are able to effectively engage and represent the role SPC plays in the region, supporting the transfer of our work in meaningful ways whilst supporting key engagement and outreach initiatives that drive better Member engagement and understanding of our work. This role will also be the communications coordination point for key development partners.

The performance requirements of the Key Result Areas are broadly described below

Jobholder is accountable for	<i>Jobholder is successful when</i>
Engagement strategy and implementation of coordinated approaches. (40%)	<ul style="list-style-type: none"> • Co-developed engagement strategy with SPC teams and guided by Member perceptions developed and implemented using innovative and effective engagement approaches across ONE SPC. • Results show impact in improved engagement with donors, partners and Member countries including youth and women. • SPC Divisional and technical teams are trained and have access to standardised and useful information to support effective outreach in consistent manners.
Project Management (20%)	<ul style="list-style-type: none"> • This role will be responsible for the project management of each of the key implementation phases of the Engagement and Outreach Strategy. This includes effective coordination, delivery of projects on deadline, budget oversight, staff coordination and support and planning in collaborative ways. • Management of SPC open day/s including coordinating Divisional teams with support from Director Communications and SLT
Effective information development and dissemination (30%)	<ul style="list-style-type: none"> • Coordinating a quarterly Member's Circular distribution with Director Communications and Executive Office • Implementation of an SPC Ambassador program for staff including development of products, training and support in integrated and ONE SPC focused manners.

	<ul style="list-style-type: none"> • Be a lead driver in the realignment of SPC’s brand and ensure that all digital assets are fit for purpose, accessible and useful • Review and set clear standards for all SPC communications information
Reporting and relationship management (10%)	<ul style="list-style-type: none"> • Inputs to quarterly internal reports on SPC online performance are produced. • Reporting and coordinating of partner communications activities including yearly visibility plans, co-developed events etc are timely, relevant and focused on genuine evaluation principals. • Key communications focal point for content development for partners such as DFAT, MFAT, New Caledonia therefore ensuring agreed workplans are met and delivered by SPC teams across the organisation is key.

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

Most Challenging Duties Typically Undertaken (Complexity):

The most challenging duties typically undertaken include:

- Coordinating with Divisional Communication Coordinators and ensuring engagement and standardization of effective engagement and outreach communications across ONE SPC.
- Maintaining collaboration and cooperation with key SPC Donors, to ensure that visibility requires for both SPC and its partner are followed.
- Working across SPC to guide and promote internal communication content and principles whilst coordinating the necessary training to ensure these changes are sustainable into the future.

Functional Relationships & Relationship Skills:

Key internal and/or external contacts	Nature of the contact most typical
Internal : <ul style="list-style-type: none"> • Corporate Communication Director • Divisional Communication Coordinators • Noumea based Directors • Executive Office • Strategic Planning and Learning Office • Office of Information Services 	<ul style="list-style-type: none"> • Negotiating, influencing and persuading, gaining cooperation, reporting • Collaborating, assisting, advising
External <ul style="list-style-type: none"> • Donors/Partners • Media • Members 	<ul style="list-style-type: none"> • Explaining, gaining cooperation, resolving minor conflicts, reporting • Liaising, collaborating, influencing, promoting

Level of Delegation:

Routine Expenditure Budget: EUR 0.

Budget Sign off Authority without requiring approval from direct supervisor: EUR 0.

Personal 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:
<ul style="list-style-type: none"> Advanced degree from an Accredited University/college in journalism, mass communications, public relations or other relevant discipline or equivalent experience 	<ul style="list-style-type: none"> Master degree in journalism, mass communications, public relations or other relevant discipline

Knowledge/Experience

Essential:	Desirable:
<ul style="list-style-type: none"> 8 years working experience in public communications Excellent writing/editing skills with portfolio of published work available for review Fluency in social media strategy and content development in French and English Excellent communication skills in French and English (oral and written) with the capacity to engage government, public and community audiences. Proven ability to work independently and as part of a team in a fast-paced, multi-cultural and gender-sensitive environment. Willingness and demonstrated capacity to travel and undertake overseas assignments in SPC member countries, sometimes under difficult physical conditions. 	<ul style="list-style-type: none"> Experience working in the Pacific region would be an advantage. Photographic and/or video skills with portfolio of work available for review

Key Skills/Attributes/Job Specific Competencies

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

Expert level	<ul style="list-style-type: none"> Engagement to drive a shift in how people understand, value and use effective outreach practices in their work. Ability to innovate and project manage key workstreams that drives multi-year success
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	<ul style="list-style-type: none"> • Crafting messages so they are interesting, accurate and increase visibility of work undertaken. • Fluency across multiple media platforms • Capacity development and training in the area of Communications.
Advanced level	<ul style="list-style-type: none"> • Copy editing for mass media consumption. • Photography • Event/Training management
Awareness	<ul style="list-style-type: none"> • Broad awareness of Pacific issues in sustainable development and climate change • Relevant social and economic issues in the Pacific

Key Behaviours

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

- Commitment/ Accountability
- Professional/Technical Expertise
- Teamwork
- Promotion of equity and equality
- Effective Communications & Relationships
- Leadership
- Coaching and Development (for managers only)
- Strategic Perspective (for managers only)

Personal Attributes

- High level of professional integrity and ethics
- Friendly collaborative demeanor

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 the work environment – including technological requirements or statutory changes. Such change may be initiated as necessary by SPC. This Job Description may also be reviewed as part of the preparation for performance planning for the annual performance cycle.