

JOB DESCRIPTION

Job Title:	Communications and Engagement Adviser
Division/Team:	Statistics for Development Division (SDD) Statistics Infrastructure and Dissemination (SID)
Location:	Nouméa, New Caledonia
Reporting to:	Manager Statistics Infrastructure and Dissemination
Number of Direct Reports:	None
Purpose of Role:	Develop and implement comprehensive communication and engagement strategies that effectively promote the work of the Statistics for Development Division (SDD) and Pacific Data Hub (PDH) to ensure maximum visibility and engagement with key stakeholders; create compelling data-driven content; maintain brand and messaging guidelines to ensure effective communication; and support communications teams in the National Statistics Offices of SPC's 22 member countries and territories.
Date:	October 2023

Organizational Context and Organization Chart

The **Pacific Community (SPC)** is the principal scientific and technical organisation in the Pacific region, supporting development since 1947. We are an international development organisation owned and governed by our 27 member countries and territories. In pursuit of sustainable development to benefit Pacific people, our organisation works across more than 20 sectors. We are known for our knowledge and innovation in such areas as fisheries science, public health, geoscience and agriculture.

The **Pacific Data Hub (PDH)** is a regional public good led by SPC that provides a single authoritative point of entry for data about the Pacific and a vehicle for investment in a sustainable regional data infrastructure.

The **Statistics for Development Division (SDD)** comprises 20-35 long term staff within the Pacific Community (SPC). Its key objective is for the region to meet the outcome set out in the 2022-2030 Pacific Statistics Strategic Framework:

“Highly competent and sustainable national statistics systems that meet national and international statistics needs for evidence-based policy, planning and monitoring”.

The SDD is organised in three professional/technical teams. These are:

- Statistics leadership, governance and use
- Statistics collections (including census, survey and administrative data)

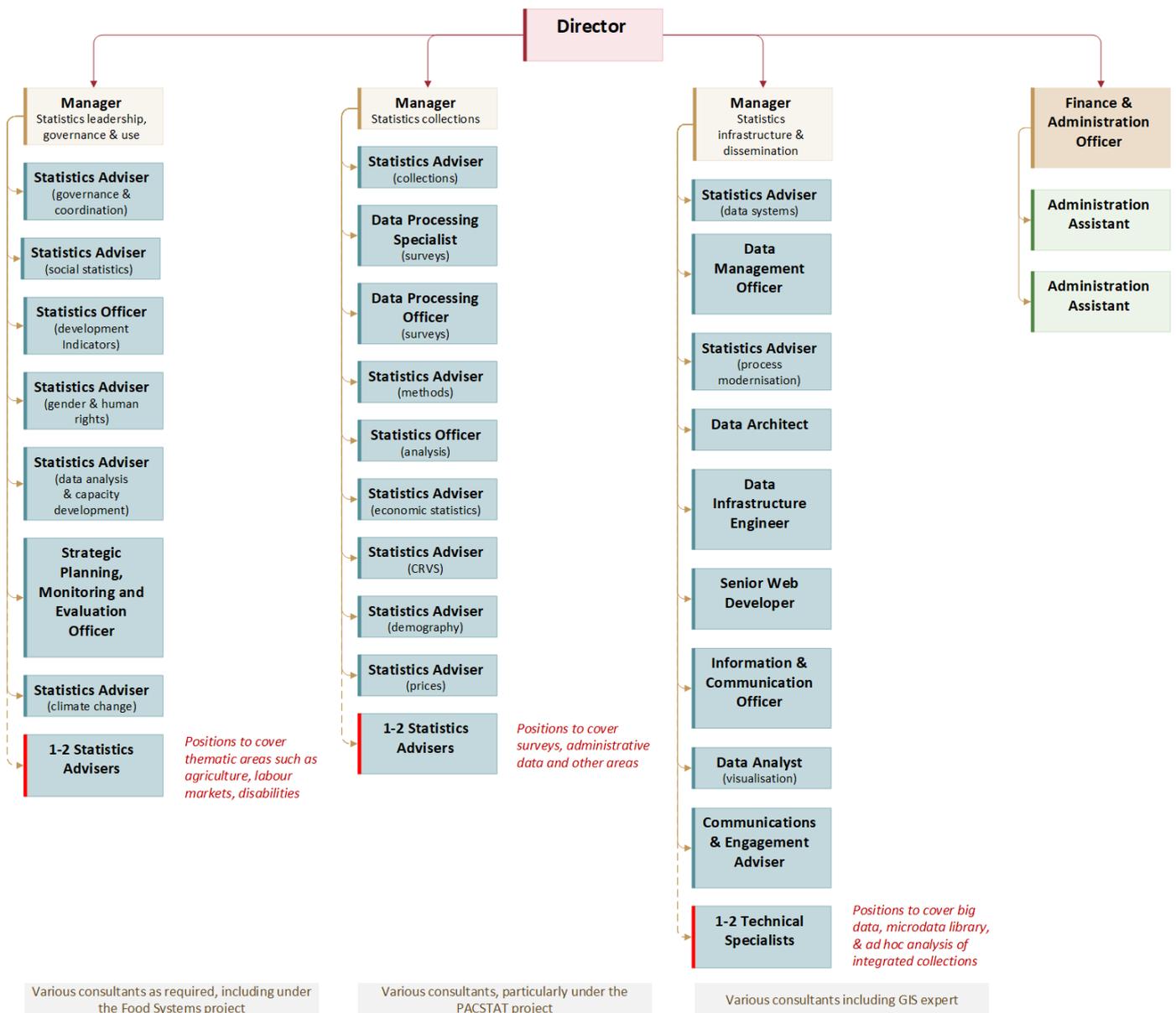
- Statistics infrastructure and dissemination

Each professional/technical team is led by a manager accountable for staff and other resources to deliver results against their work program. A fourth, small team is responsible for office management, finances and administrative support.

All teams work in close cooperation with each-other and support each other to meet their objectives. In addition to their work programmes, managers are held accountable for delivery against SDD’s “ways of working” objectives, which may change from time to time but in late 2022 were:

- Develop a high performing Division that works as a team
- Mainstream good modern data practice
- Strengthened engagement and partnerships with donors and stakeholders
- Make the most of available resources

Statistics for Development Division organisational chart
(items with red sidebars are possible future expansion)



Key Result Areas (KRAs):

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

Jobholder is accountable for	Jobholder is successful when
KRA #1 Ways of working 10%	<ul style="list-style-type: none"> • Demonstrable contribution is made as an individual and team-member to the organisational or 'ways of working' objectives in the division business plan. • A culture of effective communication is fostered.
KRA #2 Communication and Engagement Strategy and Planning 15%	<ul style="list-style-type: none"> • Communication and engagement plans and strategies that align with the Statistics for Development Division's business plan and Pacific Data Hub communication priorities successfully developed and implemented. • Key stakeholders and target audiences identified, and effective communication tactics developed to reach them. • Collaboration with communications and media staff working in partner organisations maximises visibility of SDD and PDH. • SDD and PDH are well promoted and achieve high visibility within SPC.
KRA #3 Content Development and Coordination 45%	<ul style="list-style-type: none"> • Communication campaigns and media events that promote the work of SDD and the PDH, including press releases, social media posts and newsletters, are developed and well executed in collaboration with technical experts, program managers, senior management and SPC's Corporate Communications Team. • Production of high-quality accurate and relevant communication materials, including reports, presentations, brochures, and other collateral is effectively managed in collaboration with technical staff and aligns with strategic goals. • Data journalism techniques are applied where possible to ensure modern, dynamic, interactive, useful and engaging content is developed. • Content on the SDD and PDH websites are regularly reviewed, accurate and up to date. • SDD and PDH-related content shared with online media platforms is accurate.
KRA #4 Communication and Engagement Effectiveness and Evaluation 10%	<ul style="list-style-type: none"> • Effectiveness of communication and engagement strategies and campaigns regularly monitored and evaluated using relevant metrics and feedback mechanisms. • Communication performance data analyzed to identify areas for improvement and implement necessary changes to optimize results. • User insights and feedback are utilised to enhance future communication efforts and maintain continuous improvement. • User focus surveys successfully designed, implemented and analysed along with other forms of user feedback to inform communication and engagement plans and strategies
KRA #5 Advice and capacity development 20%	<ul style="list-style-type: none"> • Guidance and support are provided to SDD and PDH colleagues in planning their public events to ensure corporate visibility standards are met and extensive coverage. • Leadership and guidance is provided across SPC in data journalism. • National Statistics Offices (NSOs) are assisted with: <ul style="list-style-type: none"> ○ Developing communication and engagement strategies.

	<ul style="list-style-type: none"> ○ Undertaking user focus surveys to gather feedback and insights for enhancing communication/engagement efforts. ○ Engaging with media outlets and stakeholders ○ Preparing communications materials ● Workshops and one-on-one training activities prepared and executed. ● Regional NSO Communications Officers Network created and maintained to share ideas and resources
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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):

- Developing and managing communication and engagement strategies.
- Producing high-quality, accurate and relevant communication materials, with a focus on data journalism where possible.
- Ensuring all event (sometimes large with senior government officials and media representatives) and media communications are well developed and reaching target audiences.
- Liaising with communication officers working for partner and donor organisations to ensure effective communication of SDD and PDH products and activities.
- Identifying and analysing strategic challenges relating to communication of statistics and data and building realistic solutions.
- Training and mentoring colleagues and SPC members regarding data journalism, communication/engagement strategy, content creation and general communication best practice.
- Managing ad hoc requests made outside of the agreed work plan
- Responding to different communication requirements and audiences, with short ‘turn around’ times
- Ensuring that all activities and actions are grounded in Pacific values and principles, and people centred approaches that reinforce values of gender equality and inclusiveness.

Functional Relationships & Relationship Skills:

Key internal and/or external contacts	Nature of the contact most typical
Internal	
SDD and PDH colleagues	Work closely with managers and technical specialists to develop data-driven stories and media content, organise events, provide training and ensure execution of communication and engagement strategies.
Corporate Communications Team	Coordinate on communications activities ensuring SPC communication guidelines are respected; seek peer review of media content and support for events. Request publication of material on corporate website and social media channels.
Divisional Communication Coordinators	Share communications material and content, collaborate on joint projects, seek peer review, and provide training in communication/engagement strategy and data journalism.
Key skills required: explaining, influencing, persuading, gaining cooperation, reporting, collaborating, assisting, advising	
External	
Donors/Partners	Work with communications and event management staff to ensure good visibility of SPC’s work and communications guidelines are respected

Media	Coordinate interviews, share articles and multimedia content, ensure good visibility of SPC's work and communications guidelines are respected
Members, primarily national statistics offices	Provide technical advice, training and support towards the development and execution of communication and engagement strategies
General public	Gather feedback and insights for enhancing communication and engagement efforts including through user focus surveys.
Key skills required: negotiating, gaining cooperation, resolving minor conflicts, reporting, liaising, collaborating, influencing, promoting.	

Level of Delegation:

Routine Expenditure Budget: *None*

Budget Sign off Authority without requiring approval from direct supervisor: *None*

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"> Postgraduate degree in communications, marketing, journalism, public relations, or related field; or equivalent combination of degree and work experience 	<ul style="list-style-type: none"> Master's degree in communications or related field Qualifications in data-driven journalism, scientific journalism or related.

Knowledge/Experience

Essential:	Desirable:
<ul style="list-style-type: none"> At least 7 years of experience in a senior communication or marketing role with at least 5 years in an international context. Experience developing and implementing successful communication and engagement strategies. In-depth knowledge of current communication technologies and trends to maximise outreach Experience writing and editing traditional and social media content in English with a keen eye for detail and a portfolio of published work available for review Experience working in data journalism Experience in media relations. Proven ability to work independently and as part of a team in a fast-paced, multi-cultural and gender-sensitive environment. 	<ul style="list-style-type: none"> Knowledge of the development sector and statistical data Photographic and/or video experience with a portfolio of work available for review A good understanding of how to use Campaign Monitor and Google Analytics Experience working in the Pacific region. A working knowledge of French.

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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	<ul style="list-style-type: none"> English writing and editing skills with the ability to create compelling content that effectively communicates complex information to a range of audiences and increases the visibility of work undertaken. Ability to develop and implement brand and messaging guidelines that ensure consistency and alignment with organizational goals. English communication skills with the capacity to engage government, public and community audiences. Ability to build relationships with media outlets and stakeholders at national and international levels. Project management skills with the ability to manage multiple projects simultaneously and work to tight deadlines. Willingness to undertake frequent travel
Advanced level	<ul style="list-style-type: none"> Ability to develop and execute successful communication campaigns across multiple channels. Analytical skills, with the ability to gather and synthesize complex information and data. Interpersonal skills, with the ability to work collaboratively with stakeholders across the organization. Photography and video creation skills Ability to manage events Ability to undertake media training Data journalism skills
Working knowledge	<ul style="list-style-type: none"> Graphic design and multimedia software. Web design and content management systems. Monitoring, evaluation and learning frameworks. Proposal writing Contractor management
Awareness	<ul style="list-style-type: none"> SPC rules, policies and procedures. Statistical concepts Mission and goals of the Statistics for Development Division, Pacific Data Hub, and National Statistics Offices in the 22 member countries and territories. Cultural sensitivities and communication protocols across diverse regions and countries.

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

- High level of professional integrity and ethics
- Friendly demeanour
- Demonstrated high level commitment to customer service

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.