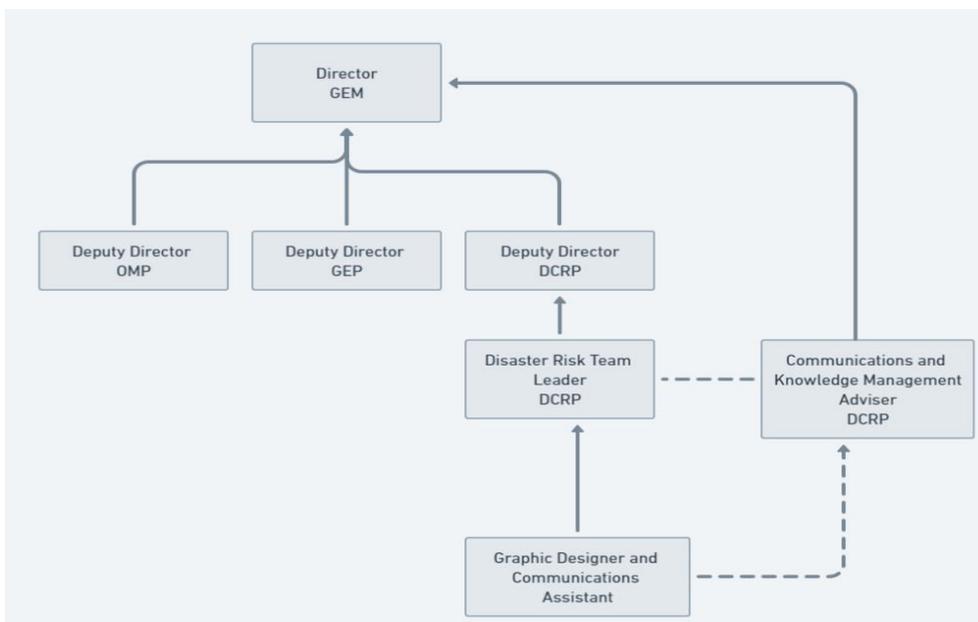




JOB DESCRIPTION

Job Title: March 2024	Graphic Design and Communication Assistant
Division/Programme and Section/Project (if any):	Disaster Community Resilience Programme, GEM
Location:	SPC Suva Regional Office
Reporting to:	Disaster Risk Reduction Team Leader
Number of Direct Reports:	Nil
Purpose of Role:	<p>Shaping the online presence of the programme and amplifying its impact across the Pacific region.</p> <p>This position will play a key role in supporting the visibility of the Disaster Community Resilience Program assisting the DCRP communications team and the projects in the programme's 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.</p>
Date:	<i>April 2024</i>

Organizational Context and Organization Chart



Key Result Areas (KRAs):

The Key Result areas of this position are broadly meant to amplify the impact of DCRP Program Activities, foster collaboration and knowledge sharing between project and stakeholders under DCRP, enhance the visibility and success and lessons of DCRP and GEM, as well as be able to keep up to date with trends and best practices in the knowledge management space.

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

Jobholder is accountable for	<i>Jobholder is successful when</i>
<p>KRA#1 (40%)</p> <p>Content Creation</p> <ul style="list-style-type: none"> • Under the guidance of the DCRP Communications and Knowledge Management Adviser, support DCRP in the development of high-quality and engaging content across various platforms. • Create engaging and informative digital content and publications. • Create engaging content that utilizes various media formats, including photography, videography, audio recordings, and interviews. • Leverage your experience in digital cameras, video equipment, and audio recording tools to capture high-quality multimedia assets. • Assist with writing, proofreading, and fact-checking all program-related content before online publication. • Work collaboratively with the Communications and Knowledge Management Adviser, program staff, and partners, providing support on various tasks. • Ensure clarity, accuracy, and adherence to brand of SPC in all communication materials. • Support both print and web management, photography, and video editing to create high-quality content that resonates with different audiences. • Apply foundational knowledge in print and web management to contribute to content creation, with opportunities for growth in photography and video editing. 	<ul style="list-style-type: none"> • A clear plan is in place, approved by senior staff, and initial implementation steps have been successfully executed with guidance. • Content consistently meets brand guidelines, is published on schedule, and receives positive feedback from audiences or an increase in engagement metrics. • Enhanced brand awareness for the Projects and its partners through effective visual communication. • Measurable improvements in key performance indicators (KPIs) related to online outreach and audience engagement. • Consistent production of high-quality graphic design materials, multimedia content, and written content that meets program objectives and branding guidelines. • Timely completion of content creation tasks in accordance with deadlines and project requirements. • Well-organized and easily accessible content library for efficient retrieval and reuse of project materials. • Effective collaboration with team members and partners to ensure seamless content development, editing, and publishing workflows. • Clear and concise communication regarding project updates, deadlines, and resource needs. • Proactive problem-solving and adaptability to address unforeseen challenges
<p>KRA#2 (30%)</p> <p>Content Management</p> <ul style="list-style-type: none"> • Assist in the development of online communication strategies under the guidance of DCRP Project Managers and the DCRP Communications and Knowledge Management Adviser, to enhance the project's reach and visibility. • Produce engaging digital content and 	<ul style="list-style-type: none"> • Demonstrable growth in reach and engagement on specified platforms is observed, with regular reports highlighting successes and areas for improvement. • Regular reports are generated that accurately measure the effectiveness of communications strategies and suggest informed adjustments. • Stakeholders report smooth and timely access to necessary information and materials, with

<p>publications that align with project goals, targeting diverse audiences.</p> <ul style="list-style-type: none"> • Support the optimization of content across multiple online platforms, including social media, websites, and digital campaigns, to foster engagement. • Assist with data analytics to gauge the effectiveness of communication strategies, with a focus on learning and application of simple analytical tools. • Regularly update content as required by projects, ensuring freshness, accuracy, and engagement. • Track and monitor web and social media activity to gain valuable insights into audience engagement. • Pending training opportunities, incorporate new technologies to enhance user experience and maximize program visibility. • Support the coordination of digital and printed content, facilitating information exchange among stakeholders. 	<p>minimal discrepancies between digital and print content.</p>
<p>KRA#3 (15%) Elevate the Visual Identity of projects.</p> <ul style="list-style-type: none"> • Under the guidance of DCRP Knowledge Management and Communication Adviser develop and deliver high-quality graphic design materials that enhance the program's visual identity and communicate key messages effectively. • Utilize diverse design tools and techniques such as layout, infographics, social media graphics, charts, graphs, and illustrations to captivate audiences and maximize impact. • Design and manage graphic elements like icons, images, and logos to maintain brand consistency and recognition in line with SPC's branding guidelines. • Support campaigns and events by developing promotional materials and digital content. • Implement a comprehensive online communication strategy under supervision. 	<ul style="list-style-type: none"> • 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 in line with SPC's branding guidelines integrity. • All outputs stored in SPC SharePoint location designated specifically for the project. • Regular reporting on progress to GEM communications Advisor. • Materials are delivered on time, align with campaign goals, and contribute to the success of events as measured by participant engagement or feedback.
<p>KRA#4 (10%) Capacity Development</p> <ul style="list-style-type: none"> • Maintain awareness of current trends and best practices in web and graphic design. • Contribute to capacity building initiatives by supporting training and support to partners. • Participate in capacity building efforts by aiding 	<ul style="list-style-type: none"> • Supporting graphic design requirements are developed to support training. • Work is logged for reporting and updated regularly. • Positive feedback is received from training participants, and there's an observable improvement in their communication practices.

in the organization and delivery of training sessions on basic communication practices, under supervision.	<ul style="list-style-type: none"> The assistant demonstrates up-to-date knowledge in meetings and project work, and successfully applies best practices to their tasks.
KRA# 5 (5%) Equipment maintenance and support <ul style="list-style-type: none"> Camera and equipment are properly maintained and in good condition, ready for use and seek assistance from IT where needed. 	<ul style="list-style-type: none"> Equipment is working and for every assignment.

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):

<ul style="list-style-type: none"> Systematically managing internal and external demands so all activities and targets are achieved. <p>Participate and support capacity building and training activities.</p>

Functional Relationships & Relationship Skills:

Key internal and/or external contacts	Nature of the contact most typical
External Key external contacts are: <ul style="list-style-type: none"> Development Partner Organisations, national project staff. SPC corporate communications and publications staff. Multi-media and publication's related vendors. 	<ul style="list-style-type: none"> 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 Key internal contacts are: <ul style="list-style-type: none"> Project Coordinators and Communications and Knowledge Management Advisor. Regional Programme Coordination Unit staff. All other GEM staff and on-request SPC staff. 	<ul style="list-style-type: none"> Planning, implementation, and reporting. Sharing of lessons and experiences.

Level of Delegation:

Routine Expenditure Budget: 0 EUR

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

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"> Diploma in Graphic Design 	<ul style="list-style-type: none"> Experience in Producing high quality Visual content for all types of platforms online and print.

Knowledge/Experience

Essential:	Desirable:
<ul style="list-style-type: none"> At least 5 years of communications-related experience 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 Proven experience in designing communications materials for a range of audiences. Ability to translate text-heavy documents or information into user-friendly visual materials Excellent computer skills across necessary applications including Adobe Creative Cloud applications. Proficiency in ADOBE SUITE Strong interpersonal skills and an ability to work with a wide range of individuals. English language writing and oral communication skills Photography skills Experience working within the Pacific or with Pacific communities outside of the Pacific 	<ul style="list-style-type: none"> Previous development experience, with a background covering government and/or civil society. Knowledge of the Pacific regional context Knowledge of the Commonwealth system Experience working in human rights. Experience in video or animation production. Ability to speak a language from the Pacific. Media networks in the Pacific

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"> Computer and software literate to produce compelling graphic design work. Communications and information management Social media utilization
Advanced level	<ul style="list-style-type: none"> Multi-media content developments – photography and videography.

Working knowledge	<ul style="list-style-type: none"> Using the necessary computer applications to create visual materials or animations/videos Multimedia content creation
Awareness	<ul style="list-style-type: none"> Integrated Resource Management 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

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