



Pacific  
Community  
Communauté  
du Pacifique

## JOB DESCRIPTION

**Job Title:** Communications Officer (Projects)

**Department:** Land Resources Division

**Location:** Suva, Fiji

**Reporting to:** Pillar 3 (Sustainable Agriculture) and Pillar 1 (Genetic Resources) Managers, with additional reporting duties to the LRD Information, Communication and Knowledge Management (ICKM Adviser)

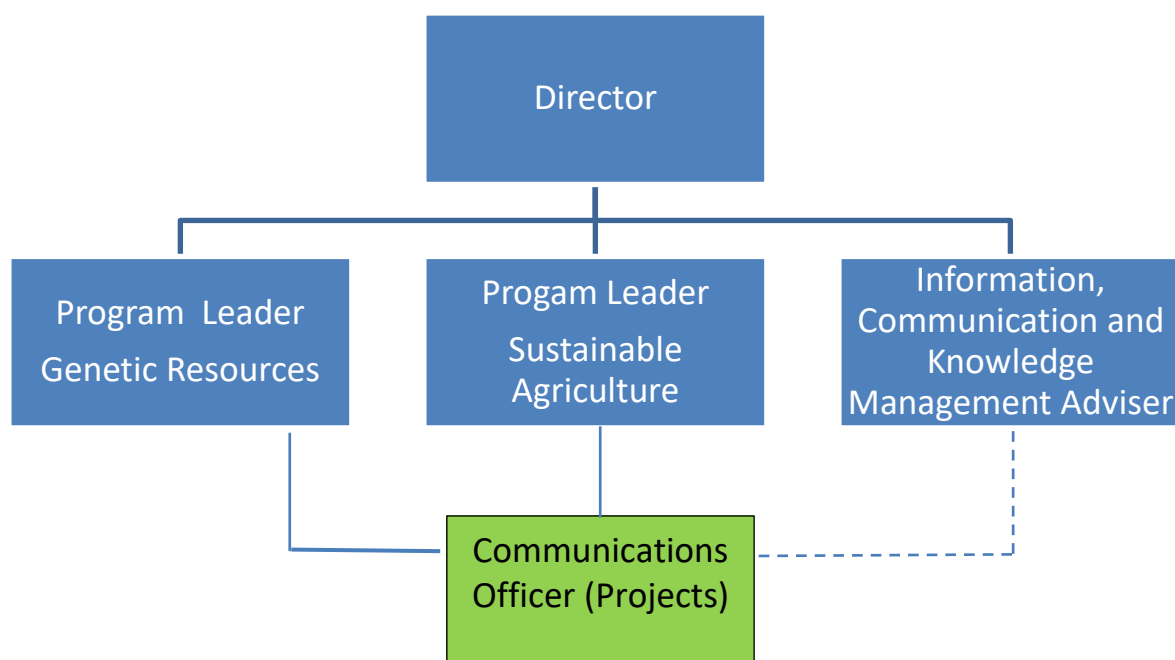
**Number of Direct Reports:** NA

**Purpose of Role:** The Communications Officer – Projects is responsible for working closely with the Divisional Communications team for the efficient and effective communication, and raising the visibility of, projects implemented by the SPC Land Resources Division Genetic Resources and Sustainable Agriculture Programmes. The incumbent is responsible for the development, dissemination and management of communications and knowledge products and events, as well as raising the visibility of project activities for stakeholders, countries, and development partners.

**Date:** May 2022

### Organization Context and Organization Chart

The Pacific Community (SPC) is the principal scientific and technical organization in the Pacific region, supporting sustainable development since 1947. It is an international development organization owned and governed by our 27 country and territory members. In pursuit of development to benefit Pacific people, SPC works across more than 20 sectors and is known for its knowledge and innovation.



#### Key Result Areas (KRAs):

The position of Communications Officer (Projects) encompasses the following major functions or Key Result Areas for the Land Resources Division:

Key Result Area 1: **Manage and coordinate communication of projects activities**

Key Result Area 2: **Project Visibility and Administration Support**

Key Result Area 3: **Building Stakeholder Relations**

Key Result Area 4: **Information and Learning product Management**

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

Jobholder is accountable for	Jobholder is successful when
<b>KRA 1: Manage and coordinate communication of projects activities</b> <ul style="list-style-type: none"> <li>Support the development of communication strategies and plans for the relevant projects in collaboration with programme staff and project partners/countries</li> <li>Coordinate publication support for project teams</li> </ul>	<ul style="list-style-type: none"> <li>Project communication strategies and plans are effectively implemented</li> <li>Communication and social media platforms are maintained, and audience grown.</li> <li>High quality writing and editing is provided for project publications and related communications products</li> </ul>
<b>KRA 2: Project Visibility and Administration Support</b>	<ul style="list-style-type: none"> <li>Project information, work and milestones are updated on the LRD Website and promoted on SPC social media platforms</li> </ul>

<ul style="list-style-type: none"> <li>• Provide visibility support for projects through relevant communication and medial platforms</li> <li>• Promote programme and divisional events through effective partnerships with the relevant stakeholders</li> <li>• Project outputs documented and promoted to relevant audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Projects newsletters produced and released quarterly</li> <li>• A consistent stream of brief project stories and photos are developed to highlight projects across all SPC platforms, and with partners and donors, including participating countries</li> <li>• Press releases are drafted and promoted in accordance with donor and SPC requirements</li> </ul>
<b>KRA 3: Building Stakeholder Relations</b> <ul style="list-style-type: none"> <li>• Establish and maintain linkages and relationships with relevant stakeholders, including media outlets</li> <li>• Promote links and collaboration with technical and communication teams across relevant SPC programmes and divisions</li> <li>• Provide support for LRD divisional communications and knowledge aligned to SPC and donor and partner communications guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholder and partner databases, profiles and annual updates are maintained and up-to-date</li> <li>• Queries through social media are responded to effectively</li> <li>• Communication products are disseminated and promoted through SPC and partner communications and media platforms</li> <li>• Support is provided for project meetings and events</li> <li>• Support is provided for media and communications campaigns tied to SPC LRD events and products</li> </ul>
<b>KRA 4: Information and learning product management</b> <ul style="list-style-type: none"> <li>• Collaborate with the LRD ICKM Adviser and communications team on the management of information and knowledge products</li> <li>• Work with technical teams across projects and relevant divisions on the development and dissemination of technical briefs</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge products, including both print and audio visual, are developed and promoted. This includes, but is not limited to: <ul style="list-style-type: none"> <li>- Annual Reports</li> <li>- Technical Reports</li> <li>- Meeting Reports</li> <li>- Learning manuals</li> <li>- Awareness and Communication Materials</li> <li>- Fact and Information Sheets</li> <li>- How to Guides</li> </ul> </li> <li>• Internal systems for the projects to manage information and learning materials are established and maintained</li> </ul>

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:**

- Innovative information and learning material development and production
- Advocacy campaign design and implementation
- Gathering information and maintaining accurate data from stakeholders

## Functional Relationships & Relationship Skills:

Key internal and/or external contacts	Nature of the contact most typical
<p><b>External</b></p> <ul style="list-style-type: none"> <li>Media professionals: News editors, journalists, producers, camera crews, photographers, graphic designers and web designers</li> <li>Country focal points and members</li> <li>Communities: Chiefs, village councils, cultural groups, educators/teachers, youth and women groups</li> <li>NGOs</li> <li>CROP (agricultural) agencies and other donor and development agencies.</li> </ul>	<ul style="list-style-type: none"> <li>Story development, pitching, production planning and coordination, materials development, media distribution, campaign planning, website development</li> <li>Communications strategy consultations and development and integration of communications strategies</li> <li>Message development, media training and coaching, conducting interviews, filming, promoting government efforts, integrated press releases</li> <li>Reporting, project promotion, knowledge sharing, coordination of media strategies, integrated press releases, event planning</li> <li>Materials development, design and production</li> </ul>
<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>Pacific Awareness and Response to Coconut Rhinoceros Beetle (PARC) project team</li> <li>Sustainable Agriculture Team and LRD staff</li> <li>Genetic Resources Team – Centre for Pacific Crops and Trees (CePaCT)</li> <li>LRD ICKM, SPC Communications and Publications team and other relevant Divisions</li> <li>IT and information management staff</li> <li>Graphic Designers</li> </ul>	<ul style="list-style-type: none"> <li>Press release sign off, information and IT systems protocols and development, communications planning and integration, SPC exposure and promotion</li> <li>Cross programme communications integration, press release development</li> <li>Website and information systems development</li> <li>Organic agriculture and ethical trade messages, communication strategy development and implementation, media strategies, lobbying strategies, events development, materials production and development, media requests, knowledge sharing</li> <li>Materials development, design and production.</li> </ul>

## Level of Delegation:

Routine Expenditure Budget: **NA**

Budget Sign off Authority without requiring approval from direct supervisor: **NA**

## 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 current position holder expertise.) 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"><li>Degree in communications, journalism, or media relations or equivalent</li></ul>	<ul style="list-style-type: none"><li>Equivalent experience in communications, journalism, media and advanced knowledge or understanding of agriculture and/or the environment</li></ul>

## Knowledge/Experience

Essential:	Desirable:
<ul style="list-style-type: none"><li>Five years of work experience in communications, media or journalism</li><li>Excellent verbal and writing skills</li><li>Strong team player</li><li>Knowledge of the Pacific context, preferably in the agriculture and forestry sectors and related emerging issues</li></ul>	<ul style="list-style-type: none"><li>Demonstrated experience in a similar role within a public service, NGO, or regional/international organisation</li><li>Interest in agriculture</li></ul>

## Key Skills/Attributes/Job Specific Competencies

The following levels would typically be expected for the incumbent to be fully effective in this post.

Expert level	<ul style="list-style-type: none"><li>Writing for general public – media release, reports, etc.</li><li>Communications and information management</li><li>Social media utilisation</li></ul>
Advanced level	<ul style="list-style-type: none"><li>Interpersonal skills</li><li>Attention to detail with high computer literacy</li><li>Communication and responsiveness to needs of stakeholders</li></ul>
Working knowledge	<ul style="list-style-type: none"><li>Website management</li><li>Country agricultural policies and plans and national strategic action plans</li></ul>
Awareness	<ul style="list-style-type: none"><li>Organic agriculture, environmental issues</li></ul>

## Key Behaviours

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

- Commitment/ Accountability
- Professional/Technical Expertise
- Teamwork
- Customer Focus
- Effective Communications & Relationships
- Leadership
- Coaching and Development
- Strategic Perspective

## **Personal Attributes**

- A good understanding of the cultures and the working environment in member countries and the ability to be proactive in developing new ideas to address their needs.
- Ability to work within a highly diverse SPC team, with professional openness, flexibility and cross-cultural awareness
- High level of professional integrity and ethics.
- Excellent communication skills with fluency in verbal and written English are essential to communicate with member country governments and other regional and international organisations. Knowledge of other languages spoken in the region is an asset.
- Strong computer literacy, preferably with Microsoft software [Word, Excel, Access, Outlook, PowerPoint] and advanced ability to use e-mail and the Internet. Knowledge of other software such as Adobe and MapInfo, and an understanding of spreadsheet and database principles, would be an advantage.
- Motivational skills with professional initiative and superior work ethics, with demonstrated ability to take initiative and draft succinct, simple and targeted communication products.

### **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.