



Pacific
Community

Communauté
du Pacifique

JOB DESCRIPTION

Job Title:	Communications and Visibility Officer
Division/Programme and Section/Project (if any):	One Health Programme, Land Resources Division matrix reporting to Public Health Division
Location:	Suva, Fiji
Reporting to:	One Health Coordinator with a dotted line to the Information, Communication and Knowledge Management (ICKM) Adviser
Number of Direct Reports:	Nil
Purpose of Role:	
Date:	<i>July 2024</i>

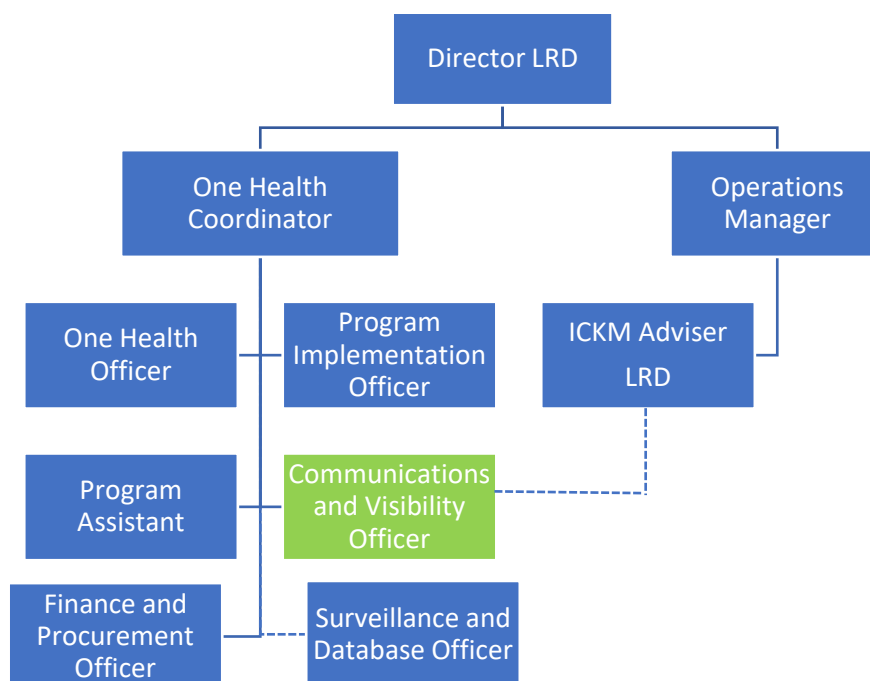
Organizational Context and Organization Chart

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 country and territory members. 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 conservation of plant genetic resources for food and agriculture.

SPC is committed to bringing together our deep sectoral expertise, research, relationships, and implementation experience into **integrated programmes**. These programmes accelerate our efforts to address the challenges and opportunities facing the Blue Pacific in the 21st century and work together with our members and achieve impact for Pacific people.

'One Health' is an approach to designing and implementing programmes, policies, legislation, and research in which multiple sectors communicate and work together to achieve better public health outcomes (WHO). The use of the One Health approach is so important in our daily lives as human, animal and environmental health are inextricably linked through the ecological realities governing life. The foundation of One Health is communication, coordination, and collaboration among human, animal, environmental health, and other relevant partners at national, regional, and international levels.

The role is a key position that will contribute to the execution and delivery of program activities as established through workplans by providing communications and visibility services that comply with SPC and donor requirements.



Key Result Areas (KRAs):

The position of Communications and Visibility Officer encompasses the following major functions or Key Result Areas:

1. Implementation and monitoring of a Communications Plan with a people-centred approach (PCA) (60%)
2. Project One Health visibility (20%)
3. Event Planning (10%)
4. Strategic communication advice (10%)

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

Jobholder is accountable for	Jobholder is successful when
KRA 1 Implementation and monitoring of a Communications Plan with a people-centred approach.	
<ul style="list-style-type: none"> • Implementation of One Health Branding and Marking Plan. • Communicating the goals and key elements of the plan to all sub-grantees and relevant stakeholders. • Regular monitoring and evaluation of the plan. 	<ul style="list-style-type: none"> • Plan is implemented in line with SPC’s and USAID’s Communications Policy and guidelines, with a people-centred approach at its core. • An annual communications calendar is created based on the identified targets, platforms, and messages outlined in the Communications Plan including specific products, events and activities. • Sub-grantees and relevant stakeholders understand the goals of the Communications Plan and use the complimentary messaging.

	<ul style="list-style-type: none"> Progress against key activities is consistently shown.
KRA 2 Project One Health visibility	
<ul style="list-style-type: none"> Lead the development of content and informational materials which include feature stories, videos, multimedia content for social media platforms and website. Coordinate and contribute to the design of One Health collateral including but not limited to, stickers, brochures, videos, posters, clothing, and merchandise. Actively seek and secure opportunities to promote the work of One Health. Arranging for the translation of communications materials into local languages where appropriate Attend relevant national, regional and international meetings to promote One Health. Liaise and coordinate communication activities with USAID. 	<ul style="list-style-type: none"> One Health is widely visible among key stakeholders through digital communications, social media management and development of written communication products. All One Health activities documented on program website in a timely fashion. A range of One Health collateral is available for use at events or other places or times where the program is visible to the public. Communications materials can be understood by communities in the countries where the program is being implemented. Meetings attended, One Health work promoted and key messaging about the programs and outcome areas shared.
KRA 3 Event Planning	
<ul style="list-style-type: none"> Coordinating the public communication elements of One Health events including workshops, conference, meetings, knowledge exchanges, and milestone celebrations at national and regional levels. Develop communications plans, concept notes, programmes and agendas. Organise digital communication at events and conferences to drive action. Coordinating communication activities around international days and other important SPC/global dates. 	<ul style="list-style-type: none"> One Health events have well-defined communication plans and digital strategies including planned digital content. Events are well planned, organised and promoted and disseminated through SPC corporate channels. Supporting communication outputs are cleared and disseminated timely to key stakeholders and the general public. Key dates are identified in the communications calendar and visibility actions are planned.
KRA 4 Strategic communication support	
<ul style="list-style-type: none"> Provide guidance to SPC Communications staff and sub-grantees on USAID/ One Health communications. Provide support to the Information, Communication and Knowledge Management (ICKM) team and sub-grantees for the advancement of a People-centered Approach in the region in line with the goals of One Health. Support and coordinate implementation of Risk communication strategies & activities and community engagement (RCCE) at regional and country levels. 	<ul style="list-style-type: none"> Quality and timely assistance and support, including knowledge products, digital communication, research, case studies and best practices. Clear messaging on the benefits of a PCA and the links to One Health in all communications.

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):

- Most challenging duties typically undertaken:**
- Managing ad hoc requests made outside of the agreed work plan.
 - Keeping abreast of a wide range of One Health activities across SPC and sub-grantees.
 - Responding to different communication requirements and audiences, e.g. Pacific countries, CROP agencies, donors and other SPC divisions.

Functional Relationships & Relationship Skills:

Key internal and/or external contacts	Nature of the contact most typical
<p>External Key external contacts are:</p> <ul style="list-style-type: none"> • Donor country reps. • Regional agencies • NGOs/ CROP Agencies • Consultants/vendors/ community members • One Health partners 	<ul style="list-style-type: none"> • Reporting activities • Providing information • Managing relationships
<p>Internal</p> <ul style="list-style-type: none"> • LRD/PHD Staff • LRD/PHD Communications team • Program team members • Corporate Communications team • Other SPC Corporate and Technical Divisions and programs as required 	<ul style="list-style-type: none"> • Seek approval, informs, negotiates, communicates and facilitates.

Level of Delegation:

Routine Expenditure Budget: *Nil*

Budget Sign Authority without requiring approval from direct supervisor: *Nil*

Personal Specification:

Qualifications

Essential:	Desirable:
<ul style="list-style-type: none"> • A bachelor’s degree in journalism or communications or equivalent work experience. 	<ul style="list-style-type: none"> • Tertiary undergraduate qualification in journalism or communications

Knowledge/Experience

Essential:	Desirable:
<ul style="list-style-type: none"> • At least 5 years of communications-related experience. • Experience in a regional or international context. • Experience in digital communications • Proven experience in designing a range of communication materials and multimedia products. • Social media management experience • Experience drafting, implementing, and monitoring communications strategies. • Ability to convey complex messages to different audiences. • Photographic and video skills. • Excellent computer skills. • Excellent writing skills and an eye for detail. • Experience working in the Pacific. • Excellent time management. • Dealing with donor projects. • Excellent communication skills in English (oral and written). 	<ul style="list-style-type: none"> • Previous development experience. • Knowledge of the CROP system. • Experience working in human rights. • Experience in video production and editing/or graphic design. • 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"> • Communicating results, Copy writing, sub-editing, social media, communications strategy and digital content development
Advanced level	<ul style="list-style-type: none"> • Photography, video editing, event management, ability to meet deadlines, attention to detail
Working knowledge	<ul style="list-style-type: none"> • Using the necessary computer applications to create visual materials or animations/ videos
Awareness	<ul style="list-style-type: none"> • SPC Regulations and Policies • Human rights commitments and obligations

Key Behaviours

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

- Building Individual Capacity
- Change and Innovation

- Interpersonal Skills
- Judgement
- Leadership
- Promotion of Equity and Equality
- Teamwork

Personal Attributes

- High level of professional integrity and ethics
- Friendly demeanour
- Demonstrate high level of 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.