



JOB DESCRIPTION

Job Title:	Communications and Visibility Officer
Work Unit:	Land Resources Division (LRD)
Responsible To:	Team Leader - SAFE Pacific Project
Responsible For:	None
Job Purpose:	Overall support and implementation of the communications strategic plan to increase the visibility of the SAFE Pacific project. To oversee project communication and ensure visibility of LRD's SAFE Pacific project and other Markets for Livelihoods Program initiatives.
Date:	January 2025

Organisation Context:

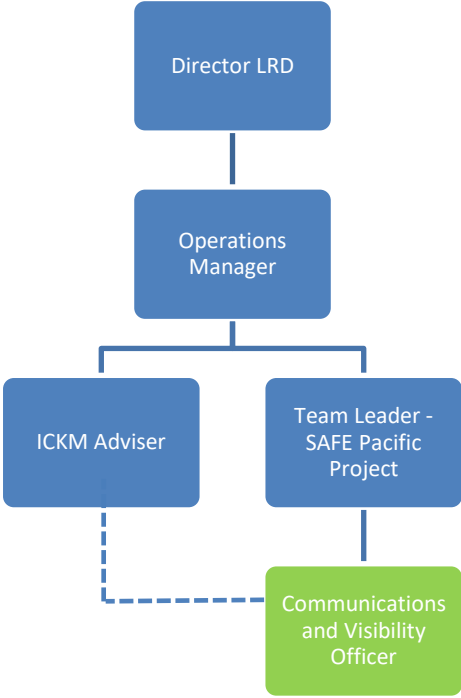
The **Land Resources Division (LRD)** aims to contribute to the Pacific Community goals for a *“resilient and food and nutritionally secure Pacific peoples and communities, with well-managed natural resources, ecosystems and markets”*. The division has expertise in the conservation of genetic resources, climate smart agriculture, building national and regional capacities in Sanitary and Phytosanitary Systems and biosecurity, pest and disease management, plant pathology and animal health. LRD works with governments, private sector agents, regional organisations, civil society and other SPC divisions. LRD's mission is to provide effective expert scientific advice and services on agriculture and forestry, utilizing the latest innovative and relevant applications for sustainable food and nutritional security and the enhancement of climate change adaptation.

The LRD's **Markets for Livelihoods Program** focuses on supporting high value crops production and transformation; certified organic agriculture; SPS and biosecurity for trade; agri-tourism; and agri-preneurship, including a focus on youth and women in the sector. Quality management and systems to organise small holders into value chains such as participatory guarantee systems and clusters are also a focus.

The **Communications and Visibility Officer** position is funded by the **European Union** through the **'Safe Agricultural Trade Facilitation through Economic integration in the Pacific' (SAFE Pacific)** project which sits within the Markets for Livelihoods Program. SAFE Pacific provides targeted assistance to enhance export capacity and promote economic growth in small Pacific Island nations, supporting Pacific ACPs in overcoming export market barriers, improving the quality of value-added products, and ensuring compliance with international standards. The areas of focus include: strengthening biosecurity, strengthening sustainable agricultural value chains, improving access to export markets, improving and strengthening compliance with international standards and improving animal health and production. SAFE Pacific focuses on strengthening economic integration in the region which will have positive impacts leading to improved livelihoods for communities, creation of jobs and reduction in poverty.

SAFE Pacific is part of a larger EU-funded 'Pacific Regional Integration Support' Programme (PRISE) programme and is implemented in 15 Pacific ACPs: the Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Nauru, Niue, Palau, Papua New Guinea, Republic of Marshall Islands, Samoa, Solomon Islands, Timor Leste, Tonga, Tuvalu and Vanuatu.

Organisational Structure:



Key Result Areas (KRAs)

- KRA 1: Development, implementation, and monitoring of the Communications strategy (30%)
- KRA 2: Project visibility (50%)
- KRA 3: Event planning (10%)
- KRA 4: Collaboration and communications support with other LRD staff (10%)

Job holder is accountable for:	Job holder is successful when:
KRA 1: Development, implementation, and monitoring of the Communications strategy	
<ul style="list-style-type: none"> • • Development of a communications strategy. • Implementation of the communications strategy. • Monitoring the communications strategy. 	<ul style="list-style-type: none"> • • Strategy developed and aligned with SPC's communications policy and guidelines and the European Union visibility requirements. • Progress against key activities of the Strategy is consistently shown. • The Communication Strategy is regularly reviewed and updated to best reflect the changing needs of the project.

KRA 2: Project visibility

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| <ul style="list-style-type: none">• Organisation of radio and/or TV interviews, press releases, and press conferences during Project events, and assisting LRD staff to participate in such activities.• Preparing and coordinating the review and approval process of media alerts and media releases and disseminating them to media outlets in a timely manner.• Collating stories of Project activities / events for publishing in relevant regional newsletters and on the SPC website.• Using media networks to publicise and promote project activities and achievements.• Designing Project collateral that can be used to increase visibility of the project including, but not limited to, stickers, brochures, videos, posters, clothing, and merchandise.• Arranging for the translation of communications materials into local languages where appropriate.• When and as required, attending relevant national, regional and international meetings to promote the Project or provide key messaging about the Project.• Providing Project updates on social media such as the SPC Facebook, Twitter, You Tube, etc. to ensure wider communication coverage.• Establish and maintain media log of published articles, interviews, and Project mentions. | <ul style="list-style-type: none">• Media alerts and releases prepared, vetted, and disseminated and published by media outlets in a timely manner.• SPC LRD staff adequately prepared for participation in activities through timely advice on expectations and information that could be requested from them.• Media alerts and releases prepared, vetted, and disseminated and published by media outlets in a timely manner.• All relevant Project activities / events captured in regional newsletters and on the LRD and SPC website.• Project activities and achievements promoted through media networks.• A range of Project collateral is available for use at events or other places or times where the project is visible to the public.• Communications materials can be understood by communities in the countries where the project is being implemented.• Meetings attended, Project work promoted and key messaging about the Project shared.• Project updates available on SPC's Facebook, Twitter, and You Tube accounts.• Media log is updated regularly and shared with project staff. |
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KRA 3: Event planning

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| <ul style="list-style-type: none">• Organising Project events at national and regional level to share project achievements and lessons learned with government, civil society and development partner stakeholders.• Ensuring that Project outputs and communication materials are communicated and shared during project events and public forums.• Development and implementation of communications plans to improve visibility and project-related events such as training, capacity-building sessions, and workshops. | <ul style="list-style-type: none">• Project events held at national and regional level where project achievements and lessons learned are shared with government, civil society and development partner stakeholders.• Project outputs and communication materials communicated and shared to stakeholders.• Successful implementation of the communications plan• Media coverage• Social media coverage |
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KRA 4: Collaboration and communications support with other LRD staff

<ul style="list-style-type: none"> • Seeking approval and technical advice from the Team Leader. • Providing support and advice to the LRD Communications staff on communications-related activities that contribute to other LRD work. • Representing LRD projects at communications-related meetings when the Team Leader is required but not able to attend. 	<ul style="list-style-type: none"> • Quality assurance process are upheld. • LRD Communications Officer and staff receive support when requested. • Representation of LRD at communications-related meetings is fulfilled.
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Note

The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and supervisor as part of the performance development process. The outcomes of these discussions will be represented in the specific performance plan for the job holder.

Work Complexity:

Most challenging duties typically undertaken:

- managing ad hoc requests made outside of the agreed work plan
- keeping abreast of project activities across 15 countries
- responding to different communication requirements and audiences, e.g. Pacific countries, the European Union and other partners
- Innovative information and learning material development
- Advocacy campaign design and implementation
- Gathering information from stakeholders and maintaining accurate data

Functional Relationship Skills:

Key internal and/or external contacts	Nature of the contact most typical
<p>Internal –</p> <ul style="list-style-type: none"> • SAFE Pacific project team and Project Team Leader • Program Leaders – Markets for Livelihoods and Sustainable Agriculture • LRD Communications Officers and graphic designers • LRD staff • SPC Operations Management Division (ICT, Procurement, HR, Finance, EU-PMU) • LRD Finance and Administration team • Other programs in LRD • SPC staff 	<ul style="list-style-type: none"> • Press release sign-off, information and IT systems protocols and development, communications planning and integration, SPC exposure and promotion. • Cross programme communications integration, press release development • Website and information systems development • Organic agriculture and ethical trade messages, communication strategy development/implementation, media strategies, lobbying strategies, events development, materials production and

	development, media requests, knowledge sharing, materials development, design and production.
<p>External –</p> <ul style="list-style-type: none"> • Member countries • European Union • Other Development partners/donors • Media professionals: News editors, journalists, producers, camera crews, photographers, graphic designers, web designers and advertising executives. • Country focal points and members. • Communities: Chiefs, village councils, cultural groups, educators/teachers, youth and women groups • NGOs • Other CROP agencies, donor agencies and development agencies 	<ul style="list-style-type: none"> • Story development, pitching, production planning and coordination, materials development, media distribution, campaign planning, website development. • Communications strategy consultations, integration of communications strategies, development of TOR's for awareness groups. • Message development, media training and coaching, conducting interviews, filming, promoting government efforts, integrated press releases. • Reporting, project promotion, knowledge sharing, coordination of media strategies, integrated press releases, event planning. Materials development, design and production.

Level of Delegation:

The position holder has no delegated authorities as per SPC's Manuals of Delegation

Person Specification:

Qualifications

Essential:	Desirable:
<ul style="list-style-type: none"> • A degree qualification in journalism or communications or an equivalent body of knowledge and experience. 	<ul style="list-style-type: none"> • Post-graduate degree in journalism or related communications field

Knowledge / Experience

Essential:	Desirable:
<ul style="list-style-type: none"> • At least 6 years of communications-related experience. • Proven experience in designing communications materials for a range of audiences. • Experience in successfully working within a deadline-driven environment. • Ability to translate text-heavy documents or information into user-friendly visual materials. • Excellent computer skills across necessary applications including Adobe Creative Cloud applications. • Strong interpersonal skills and an ability to work with a wide range of individuals. 	<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.

<ul style="list-style-type: none"> • Exceptional English language writing and oral communication skills. • Photography skills • Creative flair • An eye for detail • Experience working within the Pacific or with Pacific communities outside of the Pacific 	
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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"> • Writing for general public – media release, reports, etc • Communications and information management • Social media utilisation
Advanced level	<ul style="list-style-type: none"> • Ability to meet deadlines, attention to detail • Attention to detail with high computer literacy • Communication and responsiveness to needs of stakeholders
Working Knowledge	<ul style="list-style-type: none"> • Using the necessary computer applications to create visual materials or animations/videos • Website management • Multimedia content creation
Awareness	<ul style="list-style-type: none"> • Human rights commitments and obligations • Environmental rights awareness

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

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