



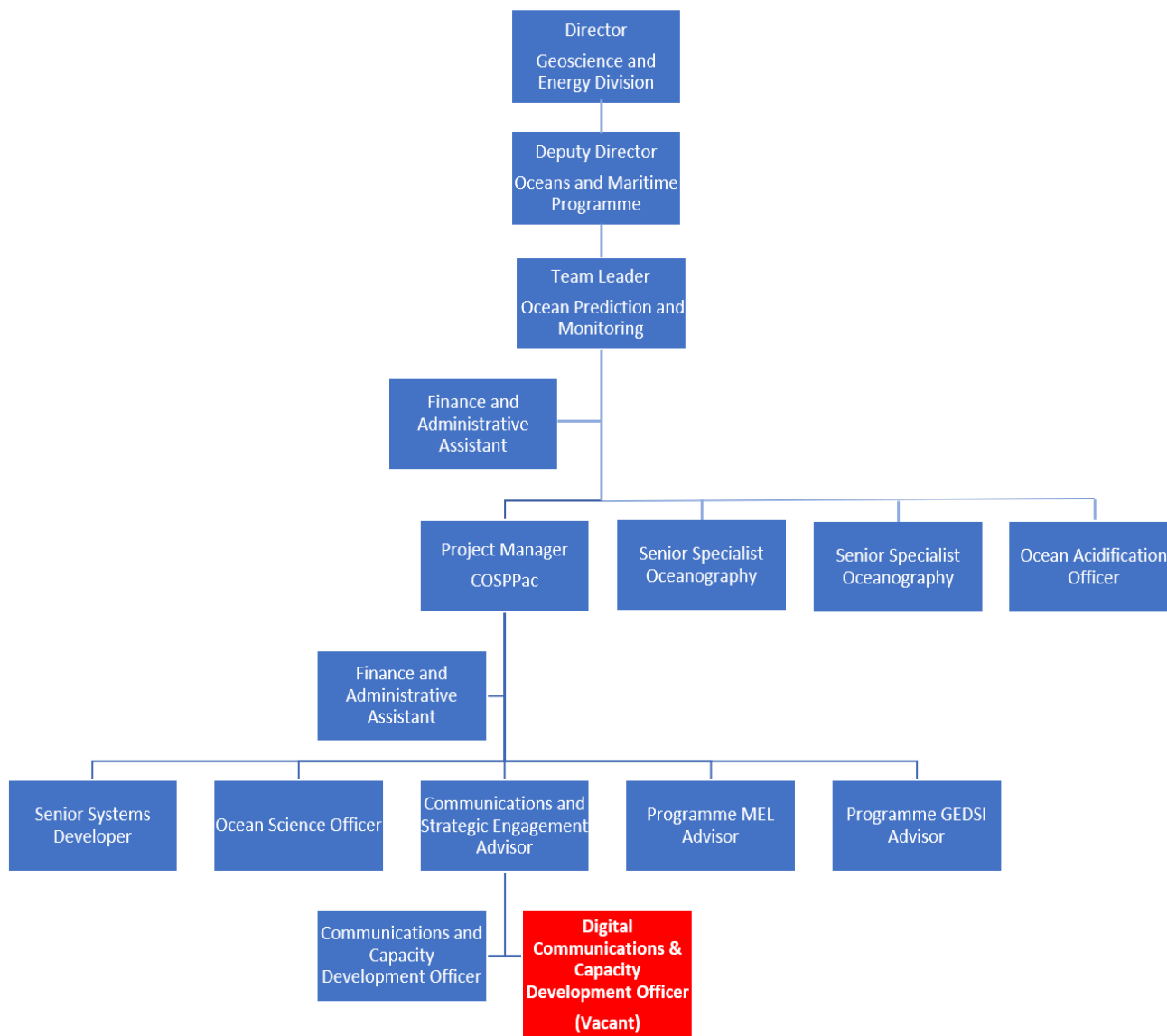
JOB DESCRIPTION

Job Title:	Digital Communications and Capacity Development Officer
Division/Programme and Section/Project (if any):	GEM/OMP/COSPPac
Location:	Suva, Fiji
Reporting to:	Communications and Strategic Engagement Advisor
Number of Direct Reports:	0
Purpose of Role:	The Digital Communications and Capacity Development Officer will support the development, planning and implementation of activities related to strengthening communications capability, capacity building, programme communications and knowledge management for the Climate and Oceans Support Program in the Pacific.
Date:	<i>July 2024</i>

Organizational Context and Organization Chart

The Geosciences, Energy and Maritime (GEM) Division of SPC is comprised of comprises four main three programme areas and one Programming Performance and Systems Unit. The three programmes are: i) Oceans and Maritime; ii) Georesources and Energy; and iii) Disaster and Community Resilience, and iv) Earth and Ocean Observation Services. The Oceans and Maritime Programme is organised to respond to SPC members' needs in three focus areas – Policy and Governance; Technical Assessment and Data Management; and Capacity Building and Gender. The Oceans and maritime Programme has a holistic approach in the three areas to successfully assist SPC members towards achieving four main outcomes: i) Good Oceans and Maritime Governance; ii) Sustainable Maritime Transport and Safe Navigation; iii) Strengthened Ocean and Coastal Monitoring and Prediction Services; and iv) Improved Ocean Literacy and Maritime Capacity.

The Climate and Oceans Support Programme in the Pacific Phase 3 (COSPPac3) is supported by the Government of Australia and New Zealand. COSPPac has entered a third phase of four years (2023-2027) and builds on Australia's long-term support for core climate information services across the Pacific, ensuring the continued development of valued products and services for optimum impact for Pacific Island governments and communities. COSPPac3 is implemented by the Australian Bureau of Meteorology (the Bureau), in partnership with Geoscience Australia (GA), the New Zealand National Institute of Water and Atmospheric Research Limited (NIWA), the Pacific Community (SPC), and the Secretariat of the Pacific Regional Environment Programme (SPREP).



Key Result Areas (KRAs):

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

1. Programme digital communications and event coordination.
2. Development, dissemination, monitoring and evaluation of knowledge products
3. Training and capacity development

Jobholder is accountable for	Jobholder is successful when
<p>KRA 1: Programme digital communications and event coordination – 30%</p> <ul style="list-style-type: none"> • Support the COSPPac team with the development and the implementation of communications strategy ensuring digital and visual communications is well integrated. • Prepare and coordinate the review and approval process of media alerts and media releases and disseminate them to media outlets in a timely manner. 	<ul style="list-style-type: none"> • COSPPac Programme communication strategy is developed and aligned with donor and SPC’s Communications policy and guidelines. • Website and social media channels demonstrate a consistent monthly growth in user engagement and content alignment with organizational objectives, verified by analytics and user feedback.

<ul style="list-style-type: none"> • Collate stories of programme activities/events from team members for publishing in relevant regional newsletters. • Create and distribute multimedia content such as videos, infographics, and blog posts that makes complex scientific concepts accessible, aligning with the strategic communication goals of COSPPac communications strategy. • Support the management of website content and social media channels, ensuring content is current, engaging, and aligned with the GEM Division's and organisational level objectives. • When and as required, attend relevant national, regional and international meetings to promote work. • Ensure that programme outputs and communication materials are communicated and shared during programme events and public forums. • Provide programme updates including video clips on social media such as the SPC Facebook, Twitter, You Tube, etc to ensure wider communication coverage. • Monitor and analyze digital campaign performance using tools like Google Analytics, social media insights, and website metrics to refine and improve outreach strategies. • Establish and maintain a log of partner interactions and media outreach. 	<ul style="list-style-type: none"> • Communication materials for events are delivered on time and contribute to an increase in audience reach and interaction during the events, with feedback indicating enhanced impact of the programme's outputs. • Social media updates lead to a measurable increase in audience reach and enhancement in viewer engagement across platforms, with specific targets set for each platform. • Analytics are used to not only track reach and engagement but also to refine communication strategies, resulting in improvement in communication effectiveness as evidenced by subsequent campaign performance metrics.
<p>KRA 2: Development, dissemination, monitoring and evaluation of knowledge products – 40%</p> <ul style="list-style-type: none"> • Assist the COSPPac team to design, package and disseminate information and knowledge products including but not limited to: Ocean Portal, Annual Tide Calendars, Factsheets, Documentaries etc. to development partners and stakeholders. • Develop digital and visual communication tool kits for schools, communities, and other stakeholders. • Liaise with publications and graphic artists on the layout and design of knowledge products. • Liaise with software engineer on the layout and functionality of online knowledge products. 	<ul style="list-style-type: none"> • Programme information products received by development partners and other stakeholders. • Knowledge products developed in accordance with corporate publications guidelines. • Online knowledge products are user-friendly and accessible. • Tide Prediction Calendars are designed, printed, and distributed to in-country partners in a timely matter. • Documentaries and video clips produced and distributed to stakeholders. • Communication tool kits developed and distributed to schools and communities. • Materials are translated and available for in- country stakeholders/ appropriate audiences; Programme messages communicated, and relevant

<ul style="list-style-type: none"> • Support the coordination of the annual production and distribution of Tide Prediction Calendars, including selection of cover photos, layout, printing, and timely mailing to focal points. • Responsible for the design and layout of COSPPac communication and knowledge products. • Organise and coordinate the production of documentaries, animations (if applicable) and/or video clips. • Send electronic and hard copies of knowledge products and communication materials to schools and tertiary institutions. • Establish and maintain media log of published articles, interviews, and programme mentions. • Survey focal points and partners on an annual basis to determine satisfaction with products and outreach. • Draft and distribute post- event/training/ attachment satisfaction surveys to participants and process completed surveys. • Report back to Programme Team on a quarterly basis re: programme media outreach and partner satisfaction. 	<p>communication materials shared with local communities.</p> <ul style="list-style-type: none"> • Annual survey is conducted, and report shared with team and used to inform product enhancements and new product development. • Post-event/training/attachment satisfaction surveys are conducted, processed, and reported. • Quarterly reports are furnished.
<p>KRA 3: Training and capacity development – 30%</p> <ul style="list-style-type: none"> • Support the delivery and ongoing improvement of current trainings and stakeholder engagement workshops (Introductory Ocean Science, communications training, Media Masterclass). • Support the development of digital and visual communications training and conduct inclusive and accessible communication training in collaboration with disability inclusion coordinators and gender advisors. • Create and distribute guides, toolkits, and templates for effective digital communication, including social media management, content creation, and digital storytelling. • Facilitate knowledge sharing and collaboration among meteorological professionals through online forums, peer- 	<ul style="list-style-type: none"> • Existing and new trainings and procedures are documented and regularly updated based upon facilitator and stakeholder feedback. • Training and events are well developed in coordination with host country needs and are well-attended. • In-country consultations, capacity mapping, trainings, and awareness events conducted successfully. • In-country communications and stakeholder engagement trainings are conducted successfully. • Training log is kept up to date. • Student attachments and internship program is successfully organised and implemented. • Training and programme reports are successfully developed and shared in a timely manner. • OMP training activities are compliant with established training procedures. • COSPPac in-country partners are using digital communications

<p>to-peer exchanges, and community-building initiatives.</p> <ul style="list-style-type: none"> • Publicise in-country trainings in consultation with the COSPPac Programme team members and in-country focal points. • Support in-country capacity mapping, consultation and awareness events and trainings. • Develop and implement training in communications and stakeholder engagement for in-country programme partners. • Creation and development of audience-appropriate content for in-country technical training. • Establish and maintain list of all in-country participants in programme activities/ trainings. • Support coordination of student and professional attachments/ internships with the Ocean Science Officer. • Support socialisation, compliance and ongoing improvement of OMP training procedures. • Provide ongoing support and mentorship to team members and partners in using digital tools and platforms, addressing specific challenges, and implementing communication strategies. 	
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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):

- Leading digital development and shifting the programme towards evidence-based approaches utilizing innovative and efficient technology to better inform our communications work and strategic direction.
- Coordination of content for large-scale events including development of effective, researched and evidence based digital communications strategies and video editing.
- Travel extensively within the region that has many health hazards such as malaria, dengue fever, non-potable water supplies and poor sanitary facilities.
- Manage ad hoc requests made outside of the agreed workplan.
- Implement and maintain high standards in a challenging work culture.
- Work with people from different backgrounds according to culture and work ethics, as well as technical background
- Facilitate discussions and motivate participants in a workshop environment or regional technical forum and ensure ownership of outcomes remains with national counterparts.
- Forge and facilitate collaborative and productive partnerships between stakeholders and/or workshop participants.

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"> • COSPPac Programme Partners • PICTs programme partners • International and regional scientific and technical partners • CROP agencies • PICTs ministries e.g.: Lands and Survey, Geospatial, Environment, NDMO and Climate Change, Met Offices • Pacific Disability Forum • NGOs, CSOs 	<ul style="list-style-type: none"> • Stakeholder consultation and awareness • Justification and approval of country visits • Collaboration on training and communications design and delivery • Coordination of activities • Information and data sharing • Publishing and distribution of communication stories and materials • Networking
<p>Internal Key internal contacts are:</p> <ul style="list-style-type: none"> • SPC COSPPac Team • Team Leader GEM Communications • Corporate Communications • SPC wide Communications focal points • GEM staff, especially communications officers 	<ul style="list-style-type: none"> • Discuss work plan and budget • Travel justification, authorisation, arrangement and processing • Discuss task implementation progress and remedial measures • Contract negotiation • Collaboration on training and communications design and delivery • Coordination of activities • Information and data sharing • Discuss awareness strategy • Seek professional advice • Discussions of general work-related matters • Personal affairs • Socialising

Level of Delegation:

Routine Expenditure Budget: 0

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

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">• Bachelor or equivalent degree in graphic design, communications, journalism, mass communications, public relations or other relevant discipline or equivalent work experience.	<ul style="list-style-type: none">• Postgraduate level qualifications in graphic designing, communications, public relations or journalism

Knowledge/Experience

Essential:	Desirable:
<ul style="list-style-type: none">• At least 5 years of experience in communications with at least 3 years in an international context.• At least 5 years working in digital communications with experience in strategic communications.• Excellent design and editing skills with portfolio of published work available for review including video, digital, written and recorded work.• Excellent Photographic and/or video skills with portfolio of work available for review• Fluency in social media strategy and content development• Excellent communication skills in English (oral and written), Pacific Island languages with capacity to engage government, public and community audiences.• Proven ability to work independently and as part of a team in a fast-paced, multi-cultural and gender-sensitive environment.• Willingness and demonstrated capacity to travel and undertake overseas assignments in SPC member countries, sometimes under difficult physical conditions.• Experience working in the Pacific	<ul style="list-style-type: none">• Good understanding of strategic communications, public relations and visibility.• Familiarity with Monitoring and Evaluation principles and practices.• Fair understanding of marine sciences, climate science, geoscience, and climate change.• Previous experience in teaching or training capacity, formal or informal.• Familiarity with development issues pertaining to disaster management, water and sanitation, and climate change.• Second language either Pacific Island or French would be advantageous.• Excellent interpersonal and communication skills, tact, mature judgement, and ability to work effectively in a cross-cultural environment.• Ability to multi-task and work on multiple initiatives concurrently.• Workshop design and facilitation skills.

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"> • Preparation and publishing of technical and non-technical communication products. • Organisational and logistic skills. • Writing skills (English). • Prioritising and task coordination. • Decision making and problem solving.
Advanced level	<ul style="list-style-type: none"> • International event/ workshop coordination. • Stakeholder engagement. • Training, facilitation or teaching experience. • Monitoring and evaluation tools and techniques. • Design skills for graphics, photography and visual layouts. • Meticulous attention to detail • Efficient utilisation of programme resources.
Working Knowledge	<ul style="list-style-type: none"> • Marine science, climate or Geo science, and climate change issues. • Pacific development landscape/ regional and national organisations and concerns. • Good interpersonal and communication skills. • Computer literacy, particularly with Microsoft Office, and media applications. • SPC rules and regulations
Awareness	<ul style="list-style-type: none"> • Effective in a multidisciplinary, cross-cultural environment;

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.