



POSITION DESCRIPTION

POSITION TITLE	Communications Specialist
DURATION	3 years with the opportunity for potential for an extension
LOCATION	Apia, Samoa
POSITION REPORTS TO	Performance Manager

ABOUT THE PPIU

The PACER Plus Implementation Unit (PPIU) was established on 21 July 2021, and the Host Agreement was signed with the Government of Samoa on 9 September 2021. The PPIU's main objective is to assist Parties to the Pacific Agreement on Closer Economic Relations (PACER) Plus to implement the Agreement and related arrangements by managing the delivery and implementation of the Development & Economic Cooperation Work Programme. The Work Programme helps the eight Pacific PACER Plus Parties (the Cook Islands, Kiribati, Niue, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu) to strengthen their capacity to benefit from regional and international trade and contribute to economic growth and sustainable development. It coordinates delivery of the Work Programme, provides technical and operational support to Parties, facilitates engagement among Parties and stakeholders, and supports monitoring and reporting on progress.

The PPIU operates in accordance with its Constitution and supports the governance arrangements of the Agreement, including providing support to the PACER Plus Joint Committee and Budget Committee as required.

ROLE PURPOSE AND EXPECTED OUTCOME

The Communications Manager is responsible for leading the planning, coordination, and delivery of PPIU's communications, public diplomacy, and branding initiatives. The role ensures strong public and stakeholder engagement, enhances visibility, and supports the effective dissemination of PPIU's work, delivery of the PACER Plus DEC Work Programme and achievements.

POSITION ACCOUNTABILITIES

To achieve the expected Outcomes the Communication Specialist will perform the following roles and responsibilities.

1. Develop Strategic Communications & Planning

- Develop, implement, and regularly review the PPIU Communications Strategy to ensure it remains current and responsive to organisational priorities.
- Lead the preparation and execution of annual and activity-based communications plans aligned with PPIU's strategic objectives and public diplomacy goals.
- Provide high-level strategic advice to management on communications approaches, messaging, and stakeholder engagement.
- Coordinate consultations with key stakeholders, including DFAT, MFAT, and partners, to inform communications planning and ensure alignment.
- Identify emerging communication risks and opportunities and recommend proactive strategies to address them.
- Monitor and evaluate the effectiveness of communications strategies and plans, and adjust approaches based on performance, analytics, and feedback.
- Prepare strategic communication briefs, reports, and advisory notes to support informed decision-making.

2. Lead Public Awareness, Media & Stakeholder Engagement

- Lead and implement initiatives to create and sustain public awareness of PPIU's work, policies, positions, and actions.
- Manage media engagement activities, including press relations, content placement, and distribution of communication materials.
- Develop and maintain effective relationships with key stakeholders, including government agencies, development partners, and regional/international audiences.
- Support outreach and engagement activities to strengthen PPIU's visibility and influence.

3. Lead Branding, Public Diplomacy & Content Management

- Lead the implementation of PPIU's branding and public engagement strategy to ensure consistency and quality across all products and platforms.
- Develop, maintain, and enforce branding policies, guidelines, and style standards.
- Manage on-site branding, promotional materials, and branded products.
- Oversee the development and management of social media content for PACER Plus, ensuring consistent messaging and audience engagement.

4. Manage Digital Platforms & Information Management

- Manage and maintain the PPIU website to ensure it is current, relevant, and user-friendly.

- Oversee content development, including drafting, editing, and publishing material for digital platforms.
- Coordinate regular website updates and technical maintenance.
- Lead website enhancements and redesign initiatives to improve functionality and user experience.
- Ensure digital platforms effectively support communication objectives and expand audience reach.

QUALIFICATIONS AND EXPERIENCE

Qualifications

- A minimum University degree (bachelor's degree or equivalent) in Communication, Marketing, Public Affairs or a related field.

Technical Expertise

- At least 10 years' work experience in communication management across digital and print channels and including the development and implementation of communication strategies.
- Demonstrated success in implementing strong communication campaigns, including the development and implementation of a communication strategy that includes media outreach and social media content creation
- Expert knowledge of computers, web-based publishing methods, social media and other communications tools
- Knowledge of theories, concepts and approaches relevant to effective media communication and engagement
- Excellent writing, editing and oral communications skills in English and ability to produce a variety of written communications products in a clear, concise style;
- Highly competent in the use of Information and Communication Technologies including the Microsoft Application Suite, file storage, maintenance and cyber security.

Personal specifications

- Ability to communicate effectively and work with people of diverse cultures and backgrounds.
 - Ability to build rapport and productive relationships with colleagues and external stakeholders across public, private and non-government sectors in a Pacific setting.
 - Excellent organisation skills, professional approach, timely delivery and responsive.
 - Positive team player, with strong mentoring/peer support approach.
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