Secretariat of the Pacific Regional Environment Programme (SPREP)

APPLICANT INFORMATION PACKAGE

COMMUNICATIONS & OUTREACH ADVISER (COA)

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A. Background Information on SPREP

SPREP is the regional organisation established by the Governments and Administrations of the Pacific charged with protecting and managing the environment and natural resources of the Pacific. It is based in Apia, Samoa, with about 95 staff and an annual budget of USD $20 million in 2015.

The establishment of SPREP sends a clear signal to the global community of the deep commitment of Pacific island Governments and Administrations to better management of the environment as a key element of sustainable development.

The future directions for SPREP are clearly set out in the 2011-2015 SPREP Strategic Plan. This Plan outlines the mandate, vision and programmes for the organisation. The Strategic Plan places strong emphasis on effective delivery of services to SPREP Member countries and territories.

Mandate

SPREP's **mandate** is to promote cooperation in the Pacific region and provide assistance in order to protect and improve its environment and to ensure sustainable development for present and future generations.

Vision

SPREP is guided by its **vision for the future:** "The Pacific environment, sustaining our livelihoods and natural heritage in harmony with our cultures".

Members

SPREP has 21 Pacific island member countries and territories (American Samoa, Cook Islands, Federated States of Micronesia, Fiji, French Polynesia, Guam, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Northern Marianas, Palau, Papua New Guinea, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu and Wallis & Futuna) and 5 developed countries (Australia, France, New Zealand, United Kingdom and United States of America) with direct interests in the region.

Divisions

The SPREP Strategic priorities are delivered through four divisions:

- **Climate Change:** has lead responsibility for Adaptation, Science & Policy and Mitigation.
- **Biodiversity & Ecosystem Management:** has lead responsibility for Coastal & Marine, Threatened & Migratory Species, Invasive Species and Biodiversity.
- **Waste Management & Pollution Control:** has lead responsibility for Hazardous Waste Management, Pollution and Solid Waste Management.
- **Environmental Monitoring & Governance:** has lead responsibility for Environmental Monitoring & Planning and Governance.

The divisions work in an integrated way on project development and implementation.

Corporate Services & Internal Audit

Corporate Services provide corporate support to the delivery of the Secretariat's strategic priorities and include Finance & Administration, Human Resources Management, Information Technology, Information Resources & Archives, Communications & Outreach and Monitoring & Evaluation. The Internal Audit Unit provides independent monitoring of the organisation's operations and governance procedures including risk management and internal controls.

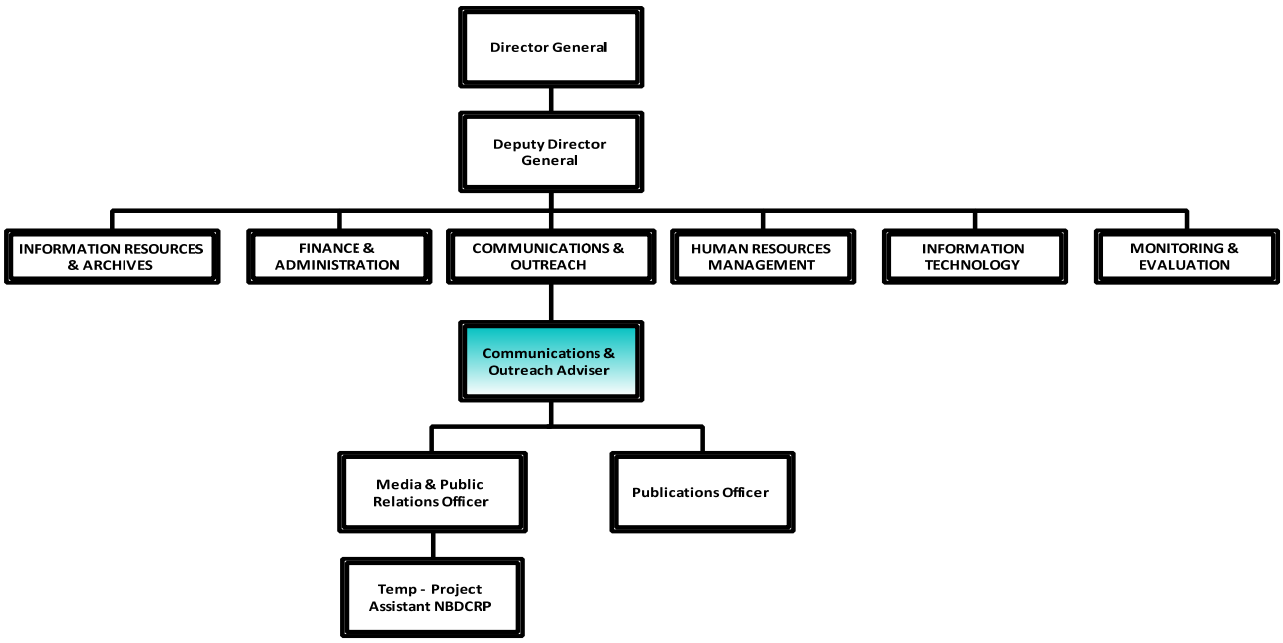
Communications & Outreach

The Communications and Outreach team is responsible for corporate communication and public relations; and education and outreach on SPREP's priority areas.

B. JOB DESCRIPTION

Job Title:	Communications and Outreach Adviser (COA)
Division:	Corporate Services
Team:	Communications and Outreach
Responsible To:	Deputy Director General
Responsible For: **(Total number of staff)**	2 staff (directs)
Job Purpose:	This job exists to: • Provide strategic leadership and management of the organisation's Communications and Outreach Team • Provide strategic communications and outreach advice to the Secretariat
Date:	March 2015

Organisation Context



Key Result Areas

The position of **Communications and Outreach Adviser (COA)** addresses the following Key Result Areas:

1. Strategic policy and technical advice
2. Leadership and management
3. Communications and education strategies, outreach, systems and profile
4. Capacity building
5. Assistance to member countries

The requirements in the above Key Result Areas are broadly identified below.

Jobholder is accountable for	Jobholder is successful when
1. Strategic policy and technical advice a) Lead, plan and advise on the Secretariat's Communications and Outreach functions to ensure these functions are effectively integrated within SPREP's strategic and organisation planning and programme design; b) Lead, manage and coordinate all communications, publications, outreach and education across SPREP, including relevant inputs to development and implementation of the annual work plans for each of SPREP's Divisions; and c) Provide strategic policy advice and best practice guidance to the Executive on relevant Communication and Outreach issues, including the following: • Public relations and fundraising • Education for Sustainable Development (ESD), environmental education, campaigns and programmes for outreach and behaviour change - including policy and advocacy • Publications development and processes including quality control • Website and social media management • Media relations and crisis management • Internal communications.	• A relevant and effective corporate Communications Strategy and Action Plan is developed, which aligns with the SPREP Strategic Plan and its associated Business Plan, and also addresses gaps identified in the 2014 Independent Corporate Review of SPREP. • All communications and outreach activities are carried out in an effective and coordinated manner and in accordance with SPREP's Communication Strategy and with ESD (Environment for Sustainable Development) principles. • Relevant indicators for communication and outreach are reflected in SPREP's Monitoring and Evaluation Framework. • Relevant and timely planning and advice on communications and outreach is provided to the Executive and Senior Management Team (SMT). • The Executive and SMT is updated and advised regularly on key communications and outreach issues and related developments. • All SPREP communications, education and outreach activities and products are in line with current trends and best practices and appropriate to the needs of SPREP Members. • All SPREP publications are edited and published to a high standard and are in line with the organisation style guide and other visibility and identity needs. • The SPREP Annual Report is produced on

	time (within the second quarter) and to a high standard. • The SPREP Meeting report is prepared and delivered at annual SPREP meeting and is approved by Members' at the meeting. • The SPREP Newsletter (SPREP-Tok) and other corporate material are produced regularly, at a high professional standard, and are distributed widely. • Media releases, the SPREP website and the use of social media by SPREP are effectively managed and coordinated.
2. Leadership and management a) Lead and provide advice on the development and preparation of the Communication and Outreach Team's annual work programme and budget; b) Lead and manage the team budget and monitor and ensure compliance with budget guidelines and approved budget allocations; c) Lead, motivate and manage the staff of the Communications and Outreach Team to achieve its objectives; and d) Establish and supervise individual Performance Development Plans, overall output delivery and identification of staff development needs.	• Processes, policies and guidelines are being used and complied with by all staff. • Adequate budget and staffing is secured for SPREP's communication and outreach activities. • The team budget is managed, monitored and reported upon, in an effective and timely manner. • Team members work in harmony and the team operates effectively, achieves its Annual Work Plan and Budget (AWP&B) objectives and meets relevant targets in the SPREP Strategic Plan. • Staff workplans are developed and implemented in consultation with individual staff and are in line with the overall communications and outreach work programme. • Staff performance evaluations are conducted on time and followed up as required.
3. Communications and education strategies, outreach, systems and profile a) Work closely with all SPREP staff to continuously identify areas and measures to strengthen SPREP's overall communication and education capacity, outreach and profile; b) Convene and coordinate the SPREP Communications Working Group on a regular basis to ensure a coordinated approach to communication and outreach across all SPREP Divisions and also to ensure ongoing application within SPREP of	• Communication and education reflected in project and operational budgets of each division and in new funding proposals. • State of the art communications tools are applied within SPREP, including those addressing changing technology, new media and audience interests. • The SPREP website is regularly updated and reviewed to meet the needs of users. • SPREP website content is of high quality. • Case studies and other publications are

state of the art approaches and technical knowledge for development of communication and information materials, including the SPREP website, social media and other 'new media' tools; c) Prepare analytical articles and papers for publication within the scope of SPREP's work programme in association with the Communication & Outreach team and other relevant staff; and d) Liaise with counterparts in partner organisations, including the Council of Regional Organisations in the Pacific (CROP), member countries, non-governmental organisations and other stakeholder groups regarding all aspects of communication and outreach.	prepared to highlight good practice in environment education, communication and outreach.
4. Capacity building and representation a) Identify and develop training/capacity building opportunities (including training of regional media, teachers/teacher trainers, government officials) consistent with the SPREP Communication Strategy and priorities of Pacific island members of SPREP; b) Represent SPREP at regional and international meetings and events as and when required; and c) Represent the Secretariat in all communication and outreach matters and participate in CROP meetings as appropriate.	• Training/capacity opportunities are identified and relevant initiatives developed. • Training/capacity building incorporated into the Communications and Education Strategies. • SPREP's expertise and experience in communications and outreach is well profiled at international, regional and national levels. • Lessons and successes from SPREP communications and outreach activities are shared nationally, regionally and globally, particularly with Pacific island members of SPREP, other international organisations and regional counterparts.
5. Assistance to Member Countries a) Provide technical advice and support to Members in integrating environment and sustainability into national school curricula, development of appropriate resources and use of appropriate methodologies; and b) Identify and assist in securing funding opportunities for SPREP Communication and Outreach activities and advise member countries on potential funding sources.	• Members have education/communication programmes with suitable resources as a result of SPREP training and in-country support. • Member capacity in education and communications is strengthened. • On the ground assistance in education and communication is provided at national level in conjunction with SPREP projects and programmes. • Assistance is provided to Members in

	developing funding proposals and identifying opportunities for effective communication and outreach activities.

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 Director/Supervisor as part of the Performance Development System.

This section may be copied directly into the Performance Development Plans.

Work Complexity

Most challenging duties typically undertaken:
• Ensuring policy advice to the Executive is accurate, timely and reflects best practices • Coordination and management of communications and education across the organisation • Enhancing and maintaining open internal communication systems • Fundraising through the Project Review and Monitoring Group • Developing, implementing and reviewing policy and strategy • Maintaining state of the art approaches to communications and education • Implementing workplans with limited resources

Functional Relationships & Related Skills

Key internal and/or external contacts	**Nature of the contact most typical**
External • Member countries • National, regional and international organisations ***Internal*** • Executive Management • Programme staff • Corporate Services	• Communications/negotiations/representation • Partner engagement/fundraising • Assistance/support/training programmes • Business transactions / sharing systems • Advice / support / assistance • Reporting / communications / participation • Facilitation / • Enquiries / staff issues

Level of Delegation

The position holder:
▪ Manages an operational budget ▪ Can authorise costs in own budget up to a certain limit ▪ Can make deals and negotiations on behalf of SPREP ▪ Can seek funding opportunities for own work programmes

Person 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 jobholder 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
1. Minimum qualifications of a Master degree in Communications, Marketing, Public Advocacy and Education or another relevant field OR relevant Bachelor degree in lieu, with applied relevant work experience in excess of the minimum required relevant work experience.

Knowledge / Experience

Essential
2. At least 7 years extensive high level experience in Communications, Public Advocacy, Public Education or related field with at least 5 of those years at the senior advisory level, preferably within the Pacific islands region
3. Demonstrated leadership and management experience in public education and communications, and in leading medium to large teams within a multi-cultural and multi-disciplinary context, with a demonstrated ability to make decisions and provide guidance on key policy and strategic matters
4. Strong strategic advisory skills with demonstrated knowledge of accepted and emerging behaviour change and outreach concepts and tools, preferably in relation to environment and sustainable development issues in the Pacific islands region, communication principles and practices and application of appropriate systems for the Secretariat.
5. Excellent English writing, editing and proof-reading skills, including high level of presentation and inter-personal skills (skills in French highly desirable) and proficiency in Information Technology including knowledge of MS Office, video and audio editing

software, website content management software with willingness to learn new softwares
6. High level of representational and diplomatic skills with a proven ability to network and communicate information, new and challenging ideas while maintaining positive relations with diverse groups of people.
7. Demonstrated experience in programme and project management and monitoring and evaluation including financial management, proposal and report writing.

Key Skills / Attributes / Job Specific Competencies

The following levels would typically be expected for the 100% fully effective level:

Expert level	• Leadership and management • Facilitation, coordination and communications skills • Proposal & Report Writing • Problem Solving • Strategic planning skills • Fundraising and budget management skills • Ability to set priorities • Team Building • Tact and diplomacy • Professional work ethics
Advanced level	• Commitment to continuous improvement • General management principles • Graphic design and printing requirements • IT proficiency including knowledge of MS Office, video and audio editing software, website content management software, and an ability to learn new software and hardware
Working Knowledge	• Environmental issues in the Pacific islands region • Emerging environmental issues and challenges
Awareness	• SPREP Strategic Plan • SPREP Work Programmes

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. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

C. REMUNERATION PACKAGE – TERMS & CONDITIONS

Duty Station: Apia, Samoa.

Duration: Appointment is for a term of 3 years initially, with possible renewal up to a maximum of 6 years subject to performance during the initial term, continuity of related programme activities and availability of funds.

Salary: Salary is denominated in International Monetary Fund Special Drawing Rights (SDRs). Remuneration for this post falls within Band 11 of SPREP's salary scale and will be in the range of SDR35,440 to SDR53,160. Currently, the equivalent base salary in Samoan Tala is SAT$135,250 (USD$52,832) to SAT$202,875 (USD$79,248) per annum.

Salary on Appointment: Starting salary will be made in the lower end of the salary scale based on the Secretariat's established remuneration guidelines. All positions have been evaluated to reflect the level of responsibilities and level of experience and qualifications required. Progress in the salary scale will be based on annual performance reviews.

Cost of living differential allowance (COLDA): A Cost-of-Living Differential Allowance within the range of SDR4,695 to SDR 6,189 will also be paid to the successful candidate. The current equivalent in Samoan Tala is SAT$17,917 (USD$6,999) to SAT$23,618 (USD$9,226). Cost-of-living differential allowance reflects the comparative cost of living difference between Suva and Apia. This allowance is reviewed periodically based on data determined by an independent reviewer.

Adjustments: Salaries and allowances for internationally recruited staff are paid in Samoan Tala and adjusted every month based on the monthly average in the value of the SDR relative to the Samoan Tala (SAT) at the time the salary payment is processed. SDR movement however is limited to within 5% above or below a reference point set annually. Remuneration is paid monthly in SAT equivalent. The international currency exchange rate at the time of writing is approximately USD1.00 = SAT$2.56

Term: For staff recruited from outside Samoa, the term begins from the day the appointee leaves his or her home to take up the appointment. Appointment is subject to a satisfactory medical examination, as well as a 6-month probationary period.
An appointment is terminated by (i) completion of term of contract (ii) one month's notice by either party (iii) without notice by either party paying one month salary in lieu of notice or (iv) dismissed with or without notice as a disciplinary measure.

Performance Reviews: Annual performance assessments and performance rewards will be based on the Secretariat's Performance Development System.

FOR STAFF RECRUITED FROM OUTSIDE SAMOA, THE FOLLOWING APPLIES*:*

Relocation Expenses: SPREP will meet certain appointment and termination expenses for staff recruited from outside Samoa, including transport and accommodation en-route for the appointee and accompanying dependant(s) between point of recruitment and Apia, and return, by the shortest and most economical route. This includes:

- economy class airfares;

- reasonable cost of packing, insuring, shipping and transporting furniture, household and personal effects on a 20ft container; and,
- up to 20 kilos of excess baggage each for the appointee and family.

Establishment Grant: A lump sum of SDR1,100 is payable upon taking up appointment and arrival in Apia. This is currently equivalent to SAT$4,197 (USD$1,639).

Temporary Accommodation and Assistance: On arrival in Apia, the appointee and dependant(s) are entitled to temporary accommodation at a suitable hotel or other fully furnished accommodation for up to 6 working days. The appointee will be assisted to settle into Apia. This will include help in finding suitable rental accommodation.

School Holiday Travel: One return economy class flight each year between the place of education (taken to be recognised home) and Apia by (i) each dependent child being educated outside Samoa or (ii) the staff member or spouse to visit the child, providing the journey is not made within the final 6 months of the contract.

Home Leave Travel: Return economy class airfares between Apia and the recognised home for the staff member and dependants after completing 18 months of service for 3-year contracts providing no travel is undertaken within the final 12 months of the contract.

Privileges and Immunities: SPREP remuneration is tax-free for non-citizens or non-residents of Samoa, including duty-free importation of household and personal effects which have been owned and used by them for no less than six months, within 6 months of taking up appointment.

Repatriation allowance: The appointee is entitled to a repatriation allowance equivalent to two week's salary, upon successful completion of contract, provided the contract is not extended or renewed.

FOR ALL INTERNATIONALLY RECRUITED STAFF, THE FOLLOWING APPLIES:

Education Allowance: Education expenses maybe reimbursed against actual receipts for dependent children, to cover up to 75% of the actual costs, as stipulated under SPREP's Education Allowance policy. Currently the allowance is up to a maximum of Samoan Tala $15,600 (USD$6,094) per annum per dependent child, with an overall maximum of Samoan Tala $46,800 (USD$18,281) per annum per family of 3 or more eligible children.

Housing Assistance: Internationally recruited staff shall receive housing assistance of 75% of the typical rent payable in Samoa for expatriate executive furnished housing. The current rate is SAT$2,328 (USD$909) per month. This assistance shall be reviewed annually and adjusted on relative movement in the local rental market.

Security Assistance: Security-related expenses maybe reimbursed against actual receipts up to SAT$2,400 (USD$938) per annum as stipulated under SPREP's Security Assistance policy.

Annual Leave: 25 working days a year (up to a maximum accumulation of 50 days per 3-year contract).

Sick Leave: 30 working days a year (up to a maximum accumulation of 90 days per 3-year contract).

Other Leave: Provisions also exist for maternity, compassionate, paternity, examination and special leave (without pay).

Duty Travel: SPREP meets travelling expenses at prescribed rates necessarily incurred by staff required to travel away from Apia on official business.

Life and Accidental Death and Disability Insurance: All employees are covered by SPREP's 24 hour Life and Accidental Death and Disability Insurance Policy.

Medical Benefits: All employees and their dependants are entitled to have all reasonable medical, dental and optical expenses met, under the terms and conditions of the SPREP in-house Medical Treatment Scheme.

Superannuation: An expatriate internationally recruited staff member will receive a superannuation allowance of 7% of basic salary. For nationals of Samoa, SPREP will pay 7% of basic salary to the Samoa National Provident Fund.

Learning and Development
Learning and development opportunities will be based on the approved SPREP Performance Development System and individual Performance Development Plans.

Definitions:
'Dependant' means the spouse and financially dependent children of an employee.

'Dependent child' means an employee's unmarried, financially dependent, natural or legally adopted child who is:

- under the age of 16 years; or
- under the age of 19 years if undertaking full-time study at a secondary school; or
- under the age of 25 years if enrolled and undertaking full-time study at a university or other tertiary institution; or
- mentally or physically incapacitated.

'Expatriate' means an internationally recruited staff member, who is not a citizen or permanent resident of Samoa, and who resides in Samoa only by virtue of employment with SPREP.

Equal Opportunities: SPREP is an Equal Opportunity Employer. Men and women are equally eligible for all posts in SPREP.

General: Appointment will be under the terms and conditions of SPREP's Staff Regulations, a copy of which will be made available to the successful applicant.

4. ADMINISTRATIVE INFORMATION

ESSENTIAL: Applications should include:

1. Completed Application Form – can be downloaded from the Employment Section of our website;
2. A detailed Curriculum Vitae.

Applications that do not complete the SPREP Application Form and submit all the requirements stated above will not be considered.

Submitting applications:

a) **BY EMAIL**: Subject matter to be clearly marked "**Application for Communications & Outreach Adviser**" and send to recruitment@sprep.org (***Most preferred option***) OR

b) **BY POST OR FAX**: Application to be addressed and sent to: The Director General, SPREP, P O Box 240, Apia or fax number (685)20231 and clearly marked "**Application for Communications & Outreach Adviser**"

For further enquiries, contact Ms. Jolynn Managreve-Fepuleai, Assistant HR Officer, on telephone (685) 21929 ext 325 or Email: jolynnf@sprep.org

Closing date: Friday, 10th April 2015: Late applications will not be considered.

SPREP is an Equal Opportunity Employer