SPREP
Secretariat of the Pacific Regional Environment Programme

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PROTECT PACIFIC WHALES – OCEAN VOYAGERS

The Pacific environment, sustaining our livelihoods and natural heritage in harmony with our cultures.

APPLICANT INFORMATION PACKAGE

MEDIA & PUBLIC RELATIONS OFFICER (MPRO)

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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. The head office is based in Apia, Samoa with about 100 staff. There is also a SPREP office in Fiji with four staff as well as SPREP Officers stationed in the Federated States of Micronesia, Republic of the Marshall Islands, Solomon Islands and Vanuatu. SPREP has an annual budget of USD $19 million in 2016.

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

The strategic direction for SPREP is clearly set out in the 2017-2026 SPREP Strategic Plan. The Plan outlines the mandate, vision and programmes for the organisation, and 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:** "A resilient 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.

Four regional goals to achieving resilience and sustainable Pacific communities:

- **Regional Goal 1**: Pacific people benefit from strengthened resilience to climate change
- **Regional Goal 2**: Pacific people benefit from healthy and resilient island and ocean ecosystems
- **Regional Goal 3**: Pacific people benefit from improved waste management and pollution control
- **Regional Goal 4**: Pacific people and their environment benefit from commitment to and best practice of environmental governance

These define the core priorities and focus of SPREP in the areas on:

1. Climate change resilience
2. Ecosystem and Biodiversity Protection
3. Effective Waste Management and Pollution Control
4. Environmental Governance

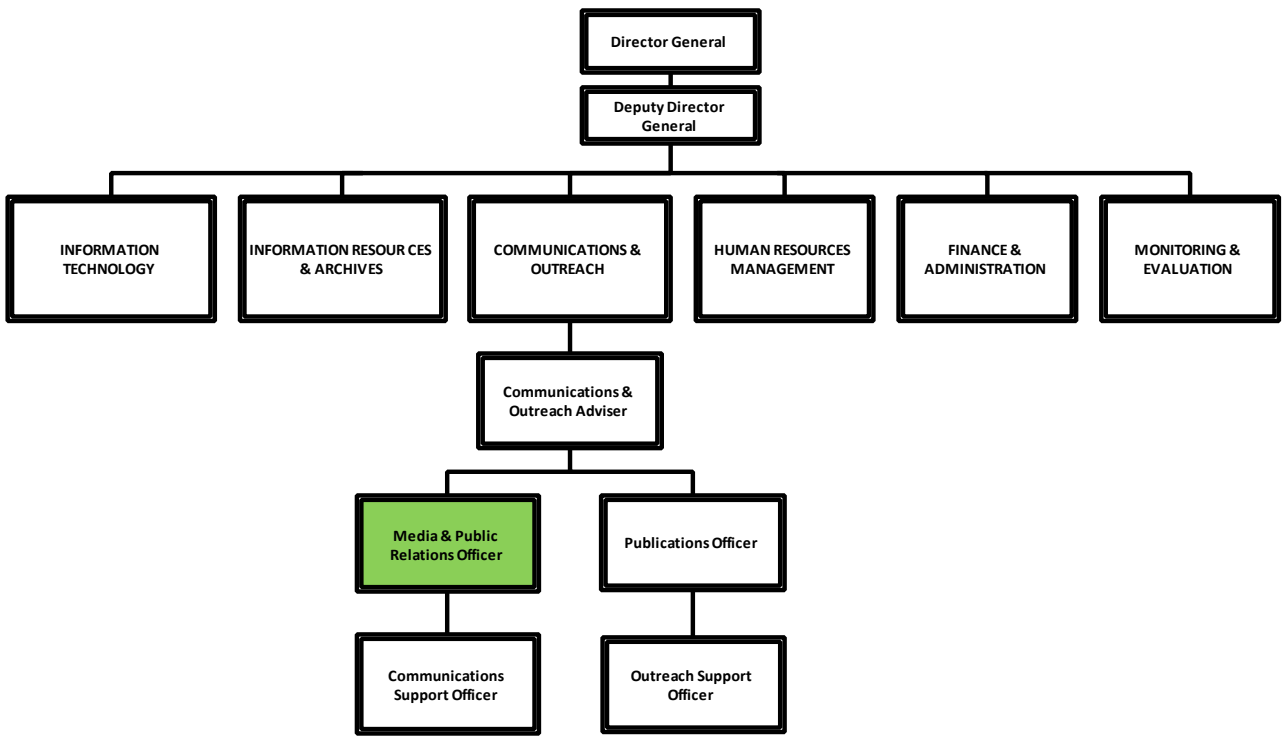
The SPREP Secretariat has (and continues to) aligned its institutional capacities, competencies, and systems to best support its Members by delivering integrated, responsive, and cost-effective servicesto address their priority concerns. .

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

B. JOB DESCRIPTION

Job Title:	Media & Public Relations Officer (MPRO)
Division:	Corporate Services
Team:	Communications & Outreach
Responsible To:	Communications & Outreach Adviser
Responsible For: **(Total number of staff)**	N/A
Job Purpose:	This job exists to: • Coordinate, design, develop and manage all SPREP's media communications and public relations functions as well support and assist the implementation of the Communications Strategy
Date:	December 2016

Organisation Context



Key Result Areas

The position of **Media & Public Relations Officer (MPRO)** addresses the following Key Result Areas:

1. Media-related communications
2. Media relations, partnerships and profiling
3. Capacity building, advice and assistance
4. Communication Strategy implementation and support

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

Jobholder is accountable for	Jobholder is successful when
1. Media-related communications a) Design, develop and co-ordinate all SPREP's media-related communications outputs in accordance with the Media Engagement Policy. b) Develop relevant policies as required under the Media related outputs, and ensure these policies including the Media Engagement Policy are regularly updated c) Conduct media monitoring of all SPREP's work	• All SPREP media-related communication including press releases, articles, columns, opinion editorials, monthly e-newsletter updates, tweets and facebook posts and others are written and finalised in line with Media Engagement Policy and Communication Strategy; • Press releases are prepared on a weekly basis and are uploaded to the SPREP website and distributed via the SPREP distribution lists; • Press conferences have been organised and facilitated as required; • SPREP actively responds to media queries and requests; • SPREP has effective media and communications policies in place that enhance profile raising; • SPREP staff are interviewed regularly by the media outlets and are provided with media support and advice; • SPREP media releases are published, broadcasted or featured in the media outlets; • A media monitoring folder of all SPREP work is maintained inclusive of SPREP Social media insights.
2. Media relations, partnerships and profiling a) Develop, nurture and strengthen SPREP relations with media outlets and others that can strengthen SPREP	• Established effective partnerships that raise the profile of SPREP and Pacific environment issues in the media;

and environment profiling. b) Formulate and implement media plans for SPREP flagship events and projects c) Develop and implement media plans in line with communications strategies for MEA related events for both SPREP Secretariat and Members d) Coordinate new media partnerships and initiatives to promote SPREP and regional environment issues e) 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 Media communications and Public Relations	• An increase in SPREP and Pacific island visibility in environment issues in the media throughout the Pacific and beyond; • Strategic Media plans are developed and implemented for SPREP flagship events and projects to conserve the Pacific environment; • Media and communication components within SPREP Projects are successfully implemented; • Successful strategic Media campaigns are effectively implemented at MEA related events to help raise the profile of Pacific environment issues, SPREP and members; • A strong, growing contact list of both international and regional media outlets, as well as other interested parties, exists and regularly updated; • SPREP successfully implements an Environment Media Award; • SPREP works in partnership with a CROP agency on an activity that is in relation to Media communications and public relations.
3. Capacity building, advice and assistance a) Identify, develop and implement capacity building opportunities for Pacific media in Environment Reporting. b) Fundraise to help implement capacity building activities for Pacific media in Environment Reporting. c) Provide capacity building on media and communications skills for SPREP Members to strengthen the sharing of clear environment messages. d) Provide support and technical advice to Member countries relating to media communications.	• The SPREP Media Outreach programme is successfully implemented, leading to an increase in Pacific media having undergone Environment reporting with SPREP; • SPREP work with partners to provide fellowships for Pacific media to strengthen professional development; • New projects that fund SPREP Media and Public Relations projects take place; • Resources are developed and distributed to help strengthen Pacific media capacity; • SPREP material is used as a training resource for capacity building of Pacific media and SPREP Members; • A generic media literacy and training session is presented at Environment

	workshops and trainings at SPREP; • SPREP Member countries have stronger relationships with their national media and are included in their national communications strategies.
4. Communication Strategy implementation and support a) Develop and produce SPREP promotional materials as outlined in the communication strategy, including print and multi-media b) Provide technical assistance in developing and implementing media and public relations initiatives and strategies for SPREP and its programmes c) Support the overall outputs of the SPREP Communications and Outreach Unit to ensure an effective working Unit	• Hard copies of SPREP promotional materials are produced and made available at the Information Resource Centre & Archives (IRCA) and electronic copies are made available on the SPREP website; • Media is a consideration in national communication strategies and with SPREP programmes of work; • Training provided at regular intervals for SPREP staff on Media literacy; • A cohesive working relationship between all communications-related staff at SPREP, achieving a common goal; • The Information Technology (IT) and IRCA teams are consulted and are part of the decision making and implementation processes for Communications, as required; • The SPREP Communications and Outreach Unit is a successful working unit providing a service for SPREP staff and Members;

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:
• Managing Media Communications Projects • Ensuring effective media outputs under strict deadlines.

- Developing materials under the communications and visibility strategies of SPREP
- Managing and growing good media relations for SPREP.

Functional Relationships & Related Skills

Key internal and/or external contacts	Nature of the contact most typical
External • SPREP Members • National, regional and international organisations • Media organisations and contacts • Public	• Assistance / support / training programmes • Communications / negotiations / business transactions / sharing systems • Media relations
Internal • Executive Management • Senior Management Team • All staff	• Service / Reporting / media communications • Advice / support / assistance • 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 seek funding opportunities for work programme activities

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 Bachelor Degree in Journalism, Media Relations, Communications or relevant field

Knowledge / Experience

Essential
2. At least 5 years experience in media liaison, communications and/or public relations work, preferably within the Pacific islands region
3. Demonstrated knowledge of accepted and emerging media, communications and public relations concepts, principles and practices, and application of appropriate systems, especially in relation to the environment and sustainable development
4. Demonstrated ability in coordinating media communications work and development / management of communications and promotional material including ability in computing and media/communications-related technology programmes
5. Excellent written and verbal communication skills including presentational and inter-personal skills, collaboration with donors and partners with sound experience in capacity building and developing and maintaining effective relationships with a diverse group of people and as part of a team within a multi-disciplinary and multi-cultural environment
6. Demonstrated experience in programme and project management including monitoring and evaluation, financial management, proposal and report writing with a high level of organisational, advisory, analytical, problem-solving and facilitation skills
7. Demonstrates initiative and ability to think outside the box in dealing with multiple tasks and demanding deadlines under minimal supervision and demonstrates strong appreciation of environmental ethics within the workplace

Key Skills / Attributes / Job Specific Competencies

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

Expert level	• Media standards • Editing • Computing • Problem solving • Facilitation skills • Fluency in English • Excellent communications • Ability to set priorities • Team building • Flexible approach • Work across programmes

Advanced level	• Environmental issues in the Pacific islands region • Emerging environmental issues and challenges
Working Knowledge	• General management principles
Awareness	• SPREP Strategic Plan • SPREP Work Programmes

Key Behaviours

All staff are expected to uphold SPREP's Organisational Values and Code of Conduct which are Key Behaviours forming part of the Performance Development:

- Environmental Leadership
- Service Delivery
- Valuing our People
- Integrity

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 10 of SPREP's salary scale. Starting salary will be in the range of SDR29,499 to SDR33,186. Currently, the equivalent in Samoan Tala is SAT$112,577 (USD$42,643) to SAT$126,648(USD$47,973) per annum. 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, 194 to SDR4,505 will also be paid to the successful candidate. The current equivalent in Samoan Tala is SAT$16,006 (USD$6,063) to SAT$17,192 (USD$6,512). 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$2.64

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$4,198 (USD$1,590).

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 dependents 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$5,909) per annum per dependent child, with an overall maximum of Samoan Tala $46,800 (USD$17,727) 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$882) 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$909) 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).

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

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 (***you are required to complete in full all areas requested in the Form rather than referring us to your CV***);
2. A detailed Curriculum Vitae.

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

Submitting applications:

a) **BY EMAIL**: Subject matter to be clearly marked "**Application for Media & Public Relations Officer (MPRO)**" 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 Media & Public Relations Officer (MPRO)**"

For further enquiries, contact Ms Christine Purcell or Ms Jolynn Fepuleai on telephone (685) 21929 ext 328 and 325 or Email: christinep@sprep.org OR jolynnf@sprep.org.

Closing date: Friday, 3 February 2017: Late applications will not be considered.

SPREP is an Equal Opportunity Employer