

APPLICANT INFORMATION PACKAGE COMMUNICATIONS AND OUTREACH ADVISER (COA)

CONTENTS

- A. BACKGROUND INFORMATION ON SPREP
- **B. JOB DESCRIPTION**
- C. REMUNERATION PACKAGE TERMS & CONDITIONS
- D. ADMINISTRATIVE INFORMATION

A. Background Information on SPREP

The Secretariat of the Pacific Region Environment Programme (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 other SPREP offices in Fiji, the Republic of the Marshalls Islands and Vanuatu.

SPREP has around 150 staff and has an annual budget of approximately USD35 million in 2022.

The establishment of SPREP in 1993 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 to Pacific island countries and territories 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	Northern Marianas
Cook Islands	Palau
 Federate States of Micronesia 	Papua New Guinea
■ Fiji	Samoa
French Polynesia	Solomon Islands
Guam	Tokelau
Kiribati	Tonga
Marshall Islands	Tuvalu
Nauru	Vanuatu
 New Caledonia 	Wallis and Futuna
■ Niue	

and 5 'metropolitan' member countries with direct interests in the region:

- Australia,
- France,
- New Zealand,
- United Kingdom and

the United States of America;

SPREP Goals and Objectives

The Secretariat continues to strengthen and realign its institutional capacities, competencies, and systems to best support its Members by delivering more integrated, responsive, and cost-effective services to Members and partners and by better coordinating regional efforts.

SPREP's Pacific and metropolitan members agreed that SPREP's Strategic plan should span 10 years to address critical environmental and related social and governance strategic priorities, which are reflected in the strategy's regional and organisational goals and objectives, as well as in SPREP's core 'Values'.

Regional Goals

- Regional Goal 1: Pacific people benefit from strengthened resilience to climate change;
- o 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.

Organisational Goals

- Organisation Goal 1: SPREP has information, knowledge, and communications systems that get the right information to the right people at the right time and influence positive organisational, behavioural and environmental change.
- o **Organisation Goal 2:** SPREP has multi-disciplinary processes in programme delivery and in supporting Members to develop national and regional policies and strategies.
- Organisation Goal 3: SPREP has a reliable and sustainable funding base to achieve environmental outcomes for the benefit of the Pacific islands region and manages its programmes and operations to stay within its agreed budget.
- o **Organisation Goal 4:** SPREP is leading and engaged in productive partnerships and collaboration.
- Organisation Goal 5: SPREP has access to a pool of people with the attitudes, knowledge, and skills to enable it to deliver on its shared regional vision.

SPREP's Values

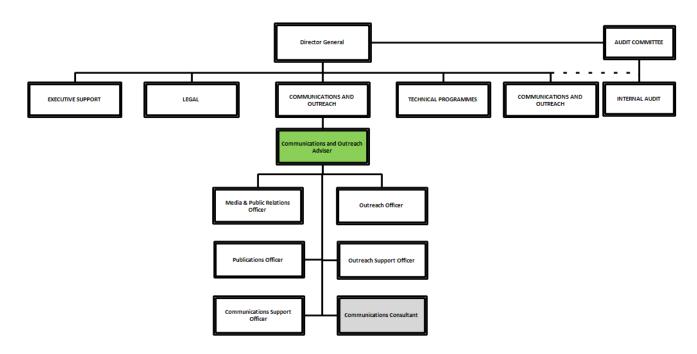
SPREP approaches the environmental challenges faced by the Pacific guided by four simple **Values**. These values guide all aspects of our work:

- We value the Environment
- We value our People
- We value high quality and targeted Service Delivery
- We value Integrity

B. JOB DESCRIPTION

Job Title:	Communications and Outreach Adviser (COA)
Programme:	Office of the Executive
Team:	Communications and Outreach
Responsible To:	Director General
Responsible For: (Total number of staff)	6 staff
J <u>o</u> b Purpose:	 This job exists to: To provide strategic leadership and management of SPREP's communication, advocacy and outreach work programme
Date:	September 2022

Organisation Context



Key Result Areas

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

- 1. Leadership and management
- 2. Strategic planning, policy and technical advice, support and assistance
- 3. Strategic advocacy, engagement, visibility and communications
- 4. Capacity building and training
- 5. Advocacy, media relations, networking and partnerships

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

Jobholder is accountable for Jobholder is successful when 1. Leadership and management a) Provide leadership and management of The CO team is a high performing team that the Communications and Outreach (CO) delivers its on its Annual Work Plan and Team and all communications across Budget (AWP&B) objectives and meets SPREP. strategic priority targets b) Lead, coordinate and provide oversight The team's work is well integrated and to the Communications Teams across understood across all SPREP programmes and other areas of SPREP to ensure efficient departments and united messaging in compliance All Communications Teams across SPREP with the SPREP Communications and understand and comply with the SPREP Outreach Strategy communication policies and guidelines in c) Develop and implement the Team's partnership with the SPREP CO Team. Annual Work Plan and Budget (AWP&B) Staff Performance Development Plans are to support the Team's Annual Work Plan developed and assessed on time including the planning and management Staff issues including learning and of the team's human and financial development needs are addressed in a timely resources and effective manner d) Provide strategic advice and technical Joint team planning, delivery and monitoring guidance and assistance to the staff of and evaluation in close consultation with the the CO team as well as other staff Director General and across the Secretariat's involved in communications work in **Programmes and Departments** Programmes and Departments. Fully accountable to corporate responsibilities e) Provide quality control for all SPREP including budget management, financial communications and ensure reporting, staffing issues and other general communications products and management requirements deliverables comply with SPREP policies Timely delivery of high quality SPREP Meeting and guidelines Reports f) Lead and work with the staff of the CO Rapporteuring services for the SPREP Meeting team in the development, monitoring and the EB Meeting are well coordinated and and assessment of Performance organised Development Plans as well as the necessary learning and development to support their work.

- g) Establish and promote an enabling work environment that is open, innovative and adaptable to different situations
- h) Lead and manage communications activities of the SPREP governing council meetings including the compilation and delivery of the SPREP Meeting Reports

2. Strategic planning, policy and technical advice, support and assistance

- a) Lead, plan and provide strategic advice and guidance on the Secretariat's Communications and Outreach functions to ensure these functions are effectively integrated within and across SPREP's strategic and organisation planning and programme design;
- b) Lead, manage and coordinate all communications, publications and outreach across SPREP
- c) Lead the development and implementation of the SPREP Communication and Outreach Strategy and Work Plan
- d) Provide strategic inputs to the development and implementation of the SPREP Performance Implementation Plan (PIP), Biennial work programme and budget
- e) Lead the development of the SPREP Annual report and ensure it is results based with links to the PIP
- f) Provide strategic policy advice and best practice guidance to the Executive on relevant Communication and Outreach issues on all communications, including:
 - Public relations and fundraising
 - Outreach inclusive of environmental campaigns and programmes as well as policy and advocacy
 - Publications development and processes including quality control
 - Website and social media management
 - Media relations and crisis management
 - Strategic communications at all levels

- A strategic and effective corporate Communications and Outreach Strategy and Action Plan are developed, which aligns with the SPREP Strategic Plan.
- Well researched, strategic and timely technical and policy advice on communications and outreach is provided to the Executive and Senior Leadership Team (SLT).
- All communications and outreach activities are carried out in an effective and coordinated manner and the Executive and SLT are fully updated and appraised regularly on key communications and outreach issues and related developments.
- Strategic communications and outreach technical input is coordinated and included across all planning and workplans of SPREP programmes and departments and in consideration of key institutional decisions and advice to key regional and international negotiations and processes
- SPREP programmes, departments and projects across the Secretariat value the Communications and Outreach inputs
- 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 and to a high standard.
- The SPREP Meeting report is prepared, delivered and approved by Members at the SPREP Meeting and Executive Board

- 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.

3. Strategic advocacy, engagement, visibility and communications

- a) Develop and implement strategic marketing and promotion plan for the effective knowledge and awareness of SPREP's work in the region and around the world.
- b) Work closely with all SPREP staff to continuously identify areas and measures to strengthen SPREP's overall communication capacity, outreach and profile;
- c) Convene and coordinate the SPREP Communications Working Group on a regular basis to ensure a coordinated approach to communication and outreach across all SPREP Programmes and Departments and to ensure ongoing application within SPREP of 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;
- d) Prepare analytical articles and papers for publication within the scope of SPREP's work programme in association with the CO team and other relevant staff;
- 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 all aspects of communication and outreach;
- f) Coordinate SPREP's engagement and, as required, represent SPREP at regional and international meetings and events;
- g) Represent the Secretariat in all communication and outreach matters and participate in CROP meetings as appropriate.

- State of the art marketing and promotion are implemented and there is increased knowledge and awareness of SPREP's work in the region and around the world.
- SPREP staff understand the marketing and promotional approaches and messages designed, and support implementation of these strategies.
- Communication and education reflected in project and operational budgets of each programme and department 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 of high quality and is regularly updated and reviewed to meet the needs of users.
- Case studies and other publications are prepared to highlight good practice in environment communication and outreach.
- Joint activities are implemented in partnership with partner organisations.
- SPREP's expertise and experience in communications and outreach are 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.

4. Capacity building and training

- a) Identify and develop training/capacity building opportunities (including training of regional media, government officials) consistent with the SPREP Communication Strategy and priorities of Pacific Island members of SPREP;
- b) Provide technical advice and support to members to build awareness and outreach capacity and develop outreach programmes as needed and when requested;
- c) Provide support and assistance to members across all areas of communications and outreach, as requested and when required, within available resources.
- d) Identify and assist in securing funding opportunities for SPREP Communication and Outreach activities and advise member countries on potential funding sources.

- Training/capacity opportunities are identified, and relevant initiatives developed.
- Training/capacity building incorporated into the Communications and Outreach Strategies.
- Members have outreach communication programmes with suitable resources as a result of SPREP training and in-country support.
- Member capacity in communications and outreach is strengthened.
- On the ground assistance in communication and outreach is provided at national level in conjunction with SPREP projects and programmes.
- Members have received excellent support in the areas of communications and outreach at all levels to achieve their goals in line with the SPREP Strategic Plan.
- Assistance is provided to Members in developing funding proposals and identifying opportunities for effective communication and outreach activities.

5. Advocacy, media relations, networking and partnerships

- Lead communications and advocacy support for SPREP engagement at COPs and designated regional and global events.
- b) Develop strategic partnerships and networking to maximise communications advocacy and enhance visibility
- c) Identify and develop new partnerships and manage and nurture existing ones
- d) Develop and maintain close working relationships with the media including journalists in key national, regional and international media outlets
- e) Coordinate and support joint outreach events with partners to promote united messages on environmental issues

- Communications support provided to members at COPs and designated regional and global events
- Pacific voices amplified at key international fora
- Durable and meaningful partnerships established
- SPREP content and stories widely promoted and published by national, regional and international media outlets
- Increased visibility and acknowledgement of SPREP and its achievements

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 strategic policy and technical advice to the Executive is accurate, timely and reflects best practices
- Developing effective marketing and communications strategies
- Coordination and management of communications and outreach across the organisation
- Enhancing and maintaining open internal communication systems
- Developing, implementing and reviewing policy and strategy
- Maintaining state of the art approaches to communications and outreach
- Implementing workplans with limited resources
- Providing support and assistance to Member countries as requested, within the available 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 	 Communications/negotiations/representation Partner engagement/fundraising Assistance/support/training programmes Business transactions / sharing systems Networking/building partnerships
InternalExecutiveSenior Leadership TeamAll staff	 Strategic policy and technical advice / support / assistance Marketing / promotions Reporting / communications / participation Facilitation / driving a united approach in this work area to achieve the SPREP goals in the SP. 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 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 10 years extensive experience in Communications, Marketing, Public Advocacy or related field with at least 7 of those years at the strategic and senior advisory level, preferably within the Pacific islands region
- 3. Extensive leadership and management experience including strategic marketing, public outreach and communications, including high level advisory and analytical skills as well as leading and nurturing teams of diverse technical backgrounds and expertise in multicultural and multi-disciplinary environments with ability to make decisions and provide guidance on key policy and strategic matters
- 4. Excellent strategic advisory skills and 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, effective marketing and communication principles and practices and application of appropriate systems for the Secretariat.

- 5. Excellent experience at strategic and high level communications and outreach, representational and diplomatic skills, marketing, negotiations and reporting across diverse audiences, as well as extensive experience in capacity building and maintaining effective relationships, particularly in the Pacific setting, with and excellent understanding and appreciation of key environmental issues in the region as well as significant environmental ethics, values and priorities
- 6. Excellent English writing, editing and proof-reading skills, including high level of presentation and inter-personal skills and proficiency in Information Technology including knowledge of MS Office, video and audio editing software, website content management software with willingness to learn new software
- 7. Excellent project management and leadership experience including the ability to nurture a team to work to the best of their ability, ensure a partnership-united approach across SPREP staff, development of funding proposals, design and delivery of integrated work programme activities especially communications and outreach across diverse programmes, monitoring and evaluation of performance, resource management as well as a good understanding of synergies and inter-linkages across the Secretariat's regional and organisational priorities.

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 Networking and ability to build and strengthen
Advanced level	 Networking and ability to build and strengthen partnerships 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
Working Knowledge	 software and hardware Environmental issues in the Pacific islands region Emerging environmental issues and challenges

Awareness	SPREP Strategic PlanSPREP 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

All managers and supervisors are expected to uphold SPREP's established Leadership and Management Behaviours forming part of the Performance Development Plan.

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 12 of SPREP's salary scale. Starting salary will be SDR41,822. Currently, the equivalent in Samoan Tala is SAT159,604 (USD66,502) per annum. Upon confirmation of probation, salary will be adjusted to SDR47,049 which is equivalent to SAT179,554 (USD74,814) per annum. All positions have been evaluated to reflect the level of responsibilities and level of experience and qualifications required.

Cost of living differential allowance (COLDA): A Cost-of-Living Differential Allowance of SDR5,233 will be paid to the successful candidate. The current equivalent in Samoan Tala is SAT19,970 (USD8,321). 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\$2.40

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 including completed COVID-19 vaccinations and a clean police report, 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 SAT4,198 (USD1,749).

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.

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 SAT15,600 (USD6,500) per annum per dependent child, with an overall maximum of SAT46,800 (USD19,500) per annum per family of 3 or more eligible children.

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.

Family 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.

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 SAT2,850 (USD1,188) 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 SAT2,400 (USD1,000) 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 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 Medical Insurance.

Superannuation: All employees are required to contribute to the Samoa National Provident Fund. An expatriate internationally recruited staff member has the option to participate in the local Superannuation Fund or nominate another recognised Fund in their recognised home for their superannuation. SPREP will pay the minimum legal requirement of basic salary to the Samoa National Provident Fund or another approved nominated Fund. For Samoa, this is currently 10%.

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, particularly the Statements to demonstrate you meet the criteria DO NOT refer us to your CV. Failure to do this will mean your application will not be considered);
- 2. A detailed Curriculum Vitae.

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

SUBMITTING APPLICATIONS:

- a) <u>BY EMAIL</u>: (*MOST PREFERRED OPTION*) Subject matter to be clearly marked "Application for Communications & Outreach Adviser" and send to recruitment@sprep.org OR
- b) <u>BY POST OR FAX</u>: Application to be addressed and sent to: The Director General, SPREP, PO Box 240, Apia or fax number (685)20231 and clearly marked "Application for Communications & Outreach Adviser"

More Information on SPREP and its work in the region can be found on the SPREP website www.sprep.org

For further enquiries, contact the Human Resources Team on telephone (685) 21929 ext 325 / 230 or Email: humanresources@sprep.org

Closing date: Friday, 28 October 2022: Late applications will not be considered.

SPREP is an Equal Opportunity Employer