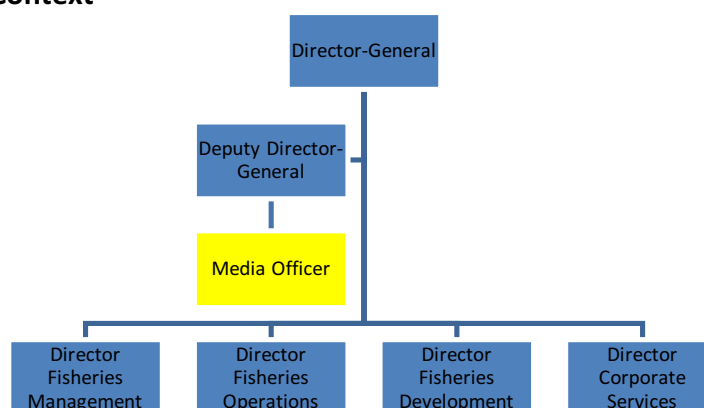


## Media Officer

### Job Identification

Job Reference:	
Job Title:	Media Officer
Work Unit:	Executive Division
Responsible To:	Director-General through the Deputy Director General
Responsible For:	No reporting staff
Job Purpose:	This job exists to:- 1) The Media & Publications Officer will be responsible for <u>stakeholder communication</u> to enhance understanding and support of the work of the Forum Fisheries Agency and the <u>implementation of the communications strategies</u> of the Forum Fisheries Agency. The position is responsible for the efficient management of FFA's <u>information dissemination</u> and <u>publication services</u>
Date:	May 2017

### Organisational Context



### Key Result Areas

This encompasses the following major functions or Key Result Areas

1. Development and effective implementation of FFA's Communication Strategy
2. Compilation and Dissemination of FFA publications, reports, awareness materials and information
3. Website development and population
4. Media releases, analysis and editorials
5. Management of Networked Relationships

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

is accountable for	and is successful when
<b>1. Development and effective implementation of FFA's Communication Strategy</b> <ul style="list-style-type: none"> <li>• To review and implement FFA 's communication strategy, including revisions and adjustments</li> </ul>	<ul style="list-style-type: none"> <li>• FFA communication strategy is relevant to the work of the Agency and its Members</li> </ul>

is accountable for	and is successful when
<ul style="list-style-type: none"> <li>• Provide technical advice in developing and implementing communication initiatives and strategies for FFA and its programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of the FFA communication strategy is successful</li> </ul>
<p><b>2. Compilation and Dissemination of FFA publications, reports, awareness materials and information</b></p> <ul style="list-style-type: none"> <li>• In association with the Performance Management Unit compile and produce the Annual Report of the Director-General</li> <li>• Write and compile content for FFA circulars, newsletters, media releases</li> <li>• Arrange circulation of FFA newsletters, to FFA members and any other relevant organisation</li> <li>• Prepare and produce FFA brochures</li> <li>• Produce media reports for the agency</li> <li>• Ensure wide distribution of information to Member countries and other relevant stakeholders</li> <li>• Establish lists and relationships with media sponsors and advertisers</li> </ul>	<ul style="list-style-type: none"> <li>• Member countries and relevant stakeholders are aware of FFA activities from time to time</li> <li>• FFA's profile in regional and international fora is enhanced</li> <li>• Stakeholders can easily identify FFA's contribution to regional fisheries management</li> </ul>
<p><b>3. Website development and management</b></p> <ul style="list-style-type: none"> <li>• Advise on site layout/user interface and placement and layout of website pages based on purpose and client and FFA needs</li> <li>• Ensure that information/content is up to date and relevant to the Agency's work plan</li> <li>• Monitor the maintenance of existing sites and applications</li> </ul>	<ul style="list-style-type: none"> <li>• User friendly website</li> <li>• Up to date content</li> </ul>
<p><b>4. Editorial and Analysis</b></p> <ul style="list-style-type: none"> <li>• Prepare and where appropriate rewrite and edit material for press releases and public statements</li> <li>• Prepare analytical news pieces on key issues and activities for improved public information and understanding.</li> <li>• Read copy or proof to detect and correct errors in spelling, punctuation, and syntax</li> <li>• Verify facts, dates, figures and data with relevant divisions and sources before publications</li> <li>• Produce media reports and analysis for the Agency</li> <li>• Monitor media releases, publications and other write-ups referencing the Agency and its work and provide analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Press releases and public statements are accurate and present information in a coherent manner</li> <li>• Analytical informational pieces are utilized by target audiences</li> <li>• Minimal errors and retractions</li> <li>• Analysis of media reports referencing FFA is submitted for Management information and action where relevant</li> </ul>
<p><b>5. Network Relationships</b></p>	<ul style="list-style-type: none"> <li>• Informed coverage of Fisheries and FFA matters</li> </ul>

is accountable for	and is successful when
<ul style="list-style-type: none"> <li>• Coordinate FFA's relation with the media and arrange media releases and interview opportunities for the Agency and its programmes</li> <li>• Liaise with other CROP Agencies media professionals on exchange of relevant information.</li> <li>• Assist with training of media personnel on fisheries issues</li> </ul>	<ul style="list-style-type: none"> <li>• An informed media, able to discuss, report and provide editorial analysis of tuna fisheries issues</li> </ul>

**Note:**

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.

**Work Complexity**

The most challenging duties typically undertaken-;

- Understanding and explaining technical Fisheries issues
- Developing innovative ways and ideas for different publications
- Managing multiple activities and events at any one time
- Accuracy of reporting

**Functional Relationships & Relationship Skills:**

Key internal and/or external contacts	Nature of Contact most typical
<b>External</b> <ul style="list-style-type: none"> <li>• Member countries</li> <li>• Media</li> </ul>	<ul style="list-style-type: none"> <li>• Timely provision of, newsletter and press releases</li> <li>• Maintaining professional relationships with the media</li> </ul>
<b>Internal</b> <ul style="list-style-type: none"> <li>• <b>Director General</b></li> <li>• <b>Deputy Director-General</b></li> <li>• <b>Directors and Managers</b></li> <li>• <b>Finance Unit</b></li> </ul>	<ul style="list-style-type: none"> <li>• Overall strategic guidance</li> <li>• The DDG is the principal operational manager that position reports to. Receive instructions and directives and provide advice and recommendations on media releases, reports and publications</li> <li>• Obtain information for media releases and publications</li> <li>• Provide editing and advice on appropriate structure for media releases and publications</li> <li>• Liaise on budgetary requirements for publications and media releases</li> </ul>

## Level of Delegation

The jobholder:

- The jobholder will carry out activities within the defined standard procedures with minimum supervision.
- The jobholder is required to be innovative and provide creative solutions to web design and publications
- Guidance and advice is provided by the Immediate Supervisor.
- The jobholder has the responsibility to manage self and monitor the annual work programme for media and publications

## Person Specification

### Essential

#### Qualification:

- Minimum qualification of a Degree in Information Management, communication, public relations or journalism or more than 10 years of relevant experience in journalism, publication and/or public relations

#### Experience

- At least 4 years' of relevant communications related work experience

#### Skills

- Excellent communication, networking and inter-personal skills
- Innovative and creative thinking in relation to communication
- Proven excellence in writing and editing skills in English
- Good knowledge of computer tools, web and layout designs
- Demonstrated ability to maintain confidentiality in handling of all information
- Strong organisation skills to manage multiple timelines and complete tasks quickly within the constraints of timelines and budgets
- Proven analytical skills
- Ability to develop, maintain and foster strong interpersonal and professional networks, preferably at an international level

#### Knowledge

- Good knowledge of regional media institutions and personalities,
- Knowledge of computer applications for publications

### Desirable

#### Experience

- Demonstrated experience in regional and or international work environment and intercultural communication
- Has experience in fisheries related work
- Experience in a similar organisation to FFA
- Experience working in the Pacific regional setting
- Active journalistic experience

This section is designed to capture the expertise required for the role at a 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 specific competencies.

### Key Skills/Attributes/Job Specific Competencies

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

<b>Expert Level</b>	<ul style="list-style-type: none"> <li>• Understanding of the principles of media reporting in the context of Pacific fisheries</li> <li>• Excellent communications and public relations knowledge at both the practical and policy development level</li> <li>• Excellent knowledge and understanding of FFA's roles and functions and the importance of disseminating information on time</li> </ul>
<b>Advanced Level</b>	<ul style="list-style-type: none"> <li>• Advance technical knowledge of web layout and design</li> <li>• Advance publication skills</li> <li>• Advance practical knowledge of web applications, computer publication applications and tools</li> </ul>
<b>Working Knowledge Level</b>	<ul style="list-style-type: none"> <li>• Excellent knowledge of Member countries and stakeholders' aspirations and information needs</li> <li>• Understanding of FFA Strategic Plan, Statement of Intent and AWPB</li> <li>• Fisheries management, development and operations terminology and principles</li> </ul>
<b>Awareness</b>	<ul style="list-style-type: none"> <li>•</li> </ul>

### Key Behaviours

*All employees are measured against the following Key Behaviours as part of Performance Development*

- Commitment/Personal Accountability
- Professional/Technical Expertise
- Teamwork
- Customer Focus
- Effective Communications & Relationships
- Leadership
- Coaching and Development (for Managers only)
- Strategic Perspective (for Managers only)

### Personal Attributes

- Relevant Qualifications
- Excellent Analytical Skills
- Excellent Communication Skills
- Results orientation
- Ability to manage and work well in multi-disciplinary and multi-cultural teams.
- Ability to work in an organized and systematic manner.
- Ability to transfer information/knowledge to a non-technical audience
- Recognizes and responds appropriately to the ideas, interests and concerns of others

- Builds trust and engenders morale by displaying open, transparent and credible behaviour
- Respects individual/ cultural differences
- Utilizes diversity to foster teamwork
- Ensures others understanding of, involvement in, adaptation to a change process

**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. Such change may be initiated as necessary by your Director. This Job Description may also be reviewed as part of the preparation for performance planning for the annual performance cycle.