



COMMUNICATIONS OFFICER

The Communications Officer is responsible for the effective researching, writing, editing and publishing information of Transparency International PNG's work .

Generic Responsibilities

- Ensure adherence to TIPNG policies and guidelines
- Prepare and develop reports as required by management
- Ensure proper filing of documents - online and offline
- Live and breathe the values of TIPNG within and outside of the organization and throughout all work carried out on behalf of the organization

SPECIFIC RESPONSIBILITIES

1. Strategic Communications

- Develop, implement and monitor and review TIPNG's Communications Plan
- Provide creative, editorial and operational support for communications projects
- Provide creative, editorial and operational communications support for TIPNG projects and programs
- Prepare communication and media promotion budget, and track expenditure
- Prepare a work plan, implement and track progress
- Draft media and stakeholder briefings
- Work with the Policy & Advocacy Team to develop campaigns
- Develop content ideas for internal and external communications including publications, press releases, website content, annual reports, speeches, and other marketing material in line with TIPNG's brand guide and Strategy

2. Media Relations

1. Develop and maintain a strong working relationship with the Media and maintain a media database
2. Monitor media coverage of interest to TIPNG and collate analytics and metrics
3. Respond to media inquiries and arrange interviews on behalf of TIPNG
4. In consultation with program staff, prepare briefs for programs involved in media interviews
5. Identify potential issues TIPNG should respond to
6. Draft and disseminate media releases

3. Website Maintenance

- Manage and maintain the TIPNG's website
- Use Google Analytics (or similar) to produce reports on referrals to the TIPNG website and conversions attributable to social content and provide regular internal reports

- Attain key performance indicators such as reducing the website bounce rate, etc, and provide regular internal reports.

4. Branding & Marketing

- Support the development, promotion and organisation of TIPNG's seminars and events
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
- Ensure consistency and quality across all creative inputs on TIPNG's communications and publications.

5. Publications Development

- Draft success/impact stories of TIPNG's work for publication and dissemination
- Design Annual Report for TIPNG
- Design Quarterly Newsletters for TIPNG
- Annually review and update brochures and information material on TIPNG

SKILLS & REQUIREMENTS

- Be exceptionally well organized, flexible and have the ability and multi-task
- Must have experience of working effectively under pressure, to tight deadlines, for long hours, whilst retaining good humor
- Be computer literate, able to use MS Office Suite
- Have a relevant qualification in Arts, Humanities or Communications
- Have experience in producing high quality publicity materials, and to design and edit web pages
- Be a team player, willing to support team members in their roles, and to be able to seek support from them when you need it
- Be innovative, thorough and responsive to change in the dynamic environment in which TIPNG works
- Have some experience in website content management and maintenance
- Must be highly flexible
- Must have some project management experience
- Must have good problem solving and decision making skills
- Must have exceptional networking skills
- Must be able to establish firm and reliable contacts in various media outlets
- Must be highly detail oriented

APPLICATION CLOSE: FRIDAY 20 SEPTEMBER 2019, 5:00PM