



# SPREP

Secretariat of the Pacific Regional  
Environment Programme

## APPLICANT INFORMATION PACKAGE MEDIA & PUBLIC RELATIONS OFFICER (MPRO)

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## 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 over 150 staff. There are SPREP offices in Fiji, the Republic of the Marshall Islands and Vanuatu.

SPREP has an annual budget of approximately USD36 million in 2023.

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;
- **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.
- **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.
- **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***

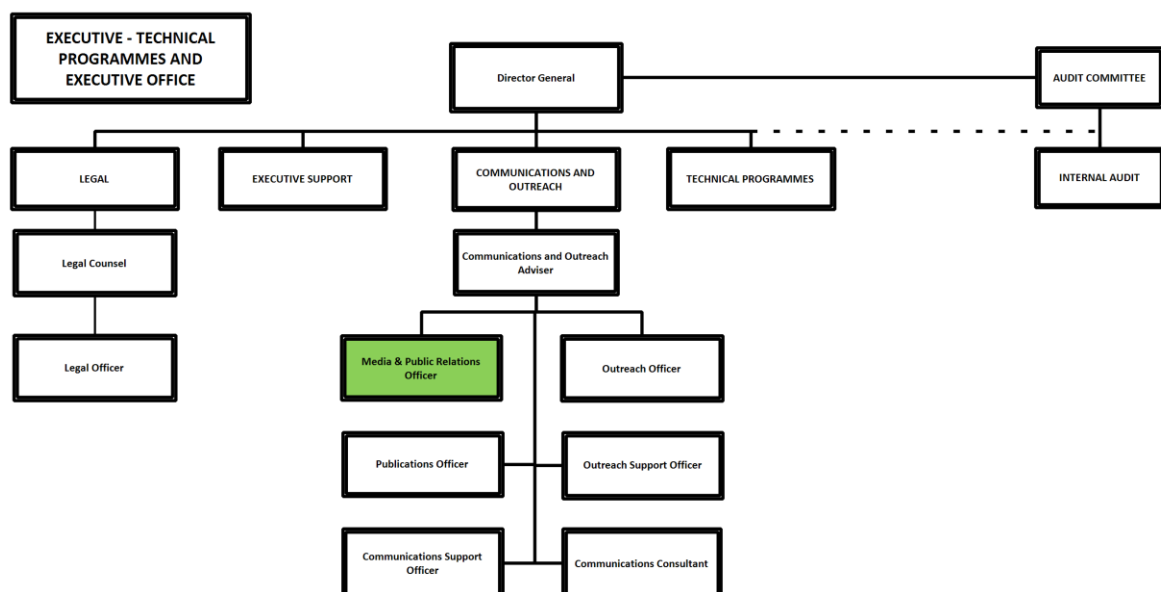
SPREP approaches the environmental challenges faced by the Pacific guided by four simple **Values**. These values guide all aspects of our work:

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

## B. JOB DESCRIPTION

<b>Job Title:</b>	Media and Public Relations Officer (MPRO)
<b>Department:</b>	Executive – Technical Programmes & Executive Office
<b>Team:</b>	Communications & Outreach
<b>Responsible To:</b>	Communications & Outreach Adviser
<b>Responsible For: (Total number of staff)</b>	N/A
<b>Job Purpose:</b>	<p>This job exists to:</p> <ul style="list-style-type: none"> <li>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</li> </ul>
<b>Date:</b>	February 2023

### Organisation Context



## Key Result Areas

The position of **Media and 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:
<b>1. Media-related communications</b> <ol style="list-style-type: none"> <li>a) Design, develop and coordinate all SPREP's media-related communications outputs in accordance with the Media Engagement Policy.</li> <li>b) Ensure the Media Engagement Policy and SPREP Media Outreach Pathway is regularly updated.</li> <li>c) Conduct media monitoring of all SPREP's work</li> </ol>	<ul style="list-style-type: none"> <li>• All SPREP traditional media-related communication including press releases, news articles, columns, opinion editorials, monthly e-newsletter updates and their related social media posts are written and finalised in line with Media Engagement Policy and SPREP style guidelines;</li> <li>• Press releases are prepared on a weekly basis at minimum and are uploaded to the SPREP website and distributed via the SPREP distribution lists.</li> <li>• Press conferences and media attendance at SPREP-and-Member-related events have been organised and facilitated as required.</li> <li>• SPREP actively responds to media queries and requests.</li> <li>• SPREP has effective and current media and communications policies in place, at all times, that enhance profile raising.</li> <li>• The SPREP Media Outreach Pathway is updated on an annual (or biennial) basis to remain current and in line with the SPREP Communication Policy.</li> <li>• SPREP staff are interviewed by media outlets to help enhance SPREP profile and are provided with media support and advice, to do so.</li> <li>• SPREP media releases are published, broadcaster featured in media outlets.</li> <li>• Media monitoring of all SPREP work is maintained in an online Registry.</li> </ul>
<b>2. Media relations, partnerships and profiling</b> <ol style="list-style-type: none"> <li>a) Develop, nurture and strengthen SPREP relations with media outlets and others that can strengthen SPREP, Member and environment profiling.</li> </ol>	<ul style="list-style-type: none"> <li>• Established effective partnerships that raise the profile of SPREP and Pacific environment issues in the media.</li> </ul>

<ul style="list-style-type: none"> <li>b) Formulate and implement media plans for SPREP flagship events and projects</li> <li>c) Develop and implement media plans in line with communications strategies for MEA related events for both SPREP Secretariat and Members</li> <li>d) Coordinate new media partnerships and initiatives to promote SPREP and regional environment issues</li> <li>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</li> </ul>	<ul style="list-style-type: none"> <li>• An increase in SPREP and Pacific Island visibility in environment issues in the media throughout the Pacific and beyond.</li> <li>• Strategic media plans are developed, implemented and evaluated for SPREP flagship events and projects to conserve the Pacific environment and enhance the profile of SPREP, Members and Partners.</li> <li>• Media and communication components within SPREP Projects are successfully implemented.</li> <li>• Successful strategic media campaigns are effectively implemented at MEA related events to help raise the profile of Pacific environment issues, SPREP and Members.</li> <li>• A strong, growing, current contact list of both international and regional media outlets, as well as other interested parties, exists and regularly updated.</li> <li>• SPREP successfully implements an Environment Media Award.</li> <li>• SPREP works in partnership with a CROP agency on an activity that is in relation to Media communications and public relations.</li> </ul>
<p><b>3. Capacity building, advice and assistance</b></p> <ul style="list-style-type: none"> <li>a) Identify, develop and implement capacity building opportunities for Pacific media in environment reporting.</li> <li>b) Fundraise to help implement capacity building activities for Pacific media in Environment Reporting.</li> <li>c) Provide capacity building on media and communications skills for SPREP Members to strengthen the sharing of clear environment messages.</li> <li>d) Provide support and technical advice to Member countries relating to media communications.</li> </ul>	<ul style="list-style-type: none"> <li>• The SPREP Media Outreach Pathway is successfully implemented, leading to an increase in Pacific media having undergone environment reporting training with SPREP.</li> <li>• SPREP work with partners to provide fellowships or mentoring opportunities for Pacific media to strengthen professional development.</li> <li>• New projects that fund and support the SPREP Media Outreach Pathway take place.</li> <li>• Resources are developed and distributed to help strengthen Pacific media capacity in environment reporting.</li> <li>• SPREP material is used as a training resource for capacity building of Pacific media and SPREP Members.</li> <li>• A generic media literacy and training session is presented at Environment workshops and trainings at SPREP.</li> <li>• SPREP Members have stronger relationships with their national media and are included in their national communications strategies.</li> </ul>

<p><b>4. Communication Strategy implementation and support</b></p> <ul style="list-style-type: none"> <li>a) Identify, develop and keep current, other SPREP media related policies and guidelines, that will help enhance the SPREP Communications Policy.</li> <li>b) Support the development and production of SPREP materials as outlined in the communication strategy, including print and multi-media</li> <li>c) Provide technical assistance in developing and implementing media and public relations initiatives and strategies for SPREP and Members.</li> <li>d) Support the overall outputs of the SPREP Communications and Outreach Unit to ensure an effective working Unit</li> </ul>	<ul style="list-style-type: none"> <li>• Review and identify gaps under the SPREP Communications Strategy which specifically pertain to traditional media and develop these policies and guidelines, also ensuring these policies and guidelines remain current.</li> <li>• Hard copies of SPREP promotional materials are produced and made available at the Information Resource Centre and Archives (IRCA) and electronic copies are made available on the SPREP website;</li> <li>• Media is a consideration in national communication strategies and with SPREP programmes of work.</li> <li>• Training provided at regular intervals for SPREP staff on Media literacy.</li> <li>• A cohesive working relationship between all communications-related staff at SPREP, achieving a common goal.</li> <li>• 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.</li> <li>• Media is a strong consideration in the SPREP Communication and Advocacy Group.</li> </ul>
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#### **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 SPREP, Members and partners corporate media, ensuring effective media outputs under strict deadlines.
- Identifying, developing and reviewing SPREP Media Outreach Pathway, policies and guidelines.
- Building capacity of Pacific Islands media and SPREP staff.
- Developing materials under the communications and visibility strategies of SPREP.



- Managing and growing good media relations for SPREP.
- Fundraising and successfully facilitating media communication projects.

### Functional Relationships & Related Skills

Key internal and/or external contacts	Nature of the contact most typical
<b>External</b> <ul style="list-style-type: none"> <li>• SPREP Members</li> <li>• National, regional and international organisations</li> <li>• Media organisations and contacts</li> <li>• SPREP Partners</li> <li>• Public</li> </ul>	<ul style="list-style-type: none"> <li>• Assistance / support / training programmes</li> <li>• Communications / negotiations / business transactions / sharing systems</li> <li>• Media relations / implementing joint communication plans</li> </ul>
<b>Internal</b> <ul style="list-style-type: none"> <li>• Executive Management</li> <li>• Senior Management Team</li> <li>• All staff</li> </ul>	<ul style="list-style-type: none"> <li>• Service / Reporting / media communications</li> <li>• Advice / support / assistance</li> <li>• Enquiries / staff issues</li> </ul>

### 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's degree in journalism, media relations, communications or relevant field with at least five years' experience in media liaison, communications and/or public relations work preferably within the Pacific islands region, **or** in

lieu of this, a minimum of 10 years work of a high-standard in a senior or management role in a journalism or media field preferably within the Pacific islands region.

## Knowledge / Experience

Essential
2. Demonstrated excellent written and verbal communication skills. This is inclusive of presentational and inter-personal skills to develop and maintain effective relationships with a diverse group of people, and as part of a team, within a multi-disciplinary and multi-cultural environment.
3. Extensive media experience at all levels within this field to support SPREP's strive for excellence in media and communications. This experience will enable the best review of media challenges, immediate media crises and gaps within SPREP's media work to provide best guidance, advice and solutions when requested and required.
4. Excellent ability in development, management, coordination and successful implementation of media communications work including policies and guidelines, mini-campaigns, development of annual programmes of work, and short media activities to accompany mini-events.
5. Successful experience in capacity building, inclusive of developing training programmes and resources, delivery of training to build Pacific Islands ability to report on environment issues, or work with media to build the profile of Pacific environment issues, as well as the evaluation of training resources and sessions for consistent improvement.
6. 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.
7. Confirmed vast 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.

## Key Skills / Attributes / Job Specific Competencies

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

Expert level	<ul style="list-style-type: none"> <li>• Media experience at all levels</li> <li>• Editing</li> <li>• Computing</li> <li>• Problem solving</li> <li>• Facilitation skills</li> <li>• Fluency in English</li> <li>• Excellent communications</li> </ul>
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	<ul style="list-style-type: none"> <li>• Ability to set priorities</li> <li>• Team building</li> <li>• Flexible approach</li> <li>• Work across programmes</li> <li>• Relationship building and networking</li> <li>• Ability to meet deadlines</li> </ul>
Advanced level	<ul style="list-style-type: none"> <li>• Working with and in a multi-cultural and diverse Pacific Islands region</li> <li>• Environmental issues in the Pacific island's region</li> <li>• Emerging environmental issues and challenges</li> </ul>
Working Knowledge	<ul style="list-style-type: none"> <li>• General management principles</li> </ul>
Awareness	<ul style="list-style-type: none"> <li>• SPREP Strategic Plan</li> <li>• SPREP Work Programmes</li> </ul>

## 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 subject to performance during the initial term, continuity of related project 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 SDR30,237 per annum. This is currently equivalent to Samoan Tala SAT115,393 (USD48,080) per annum. Upon confirmation of probation, salary will be adjusted to SDR34,016 which is currently equivalent to SAT129,817 (USD54,090) 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 SDR4,256 will be paid to the successful candidate. The current equivalent in Samoan Tala is SAT16,244 (USD6,768). 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 full vaccination against COVID-19 and a clean police record, 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 dependent(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 dependent(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 Samoan Tala 15,600 (USD6,500) per annum per dependent child, with an overall maximum of Samoan Tala 46,800 (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 dependents 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 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 dependents are entitled to have all reasonable medical, dental and optical expenses met, under the terms and conditions of the existing 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 nominate another recognised Fund 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:**

'Dependent' 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.

## **D. 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 SPREP Application Form and submit all the requirements stated above will not be considered.***

### **SUBMITTING APPLICATIONS:**

- a) **BY EMAIL** (***MOST PREFERRED OPTION***): Subject matter to be clearly marked “Application for Media & Public Relations Officer (MPRO)” and send to [recruitment@sprep.org](mailto:recruitment@sprep.org) 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)**”

More Information on SPREP and its work in the region can be found on the SPREP website [www.sprep.org](http://www.sprep.org)

For further enquiries, contact Ms. Ada-Fanua Ott on telephone (685) 21929 ext 391 or  
Email: [adao@sprep.org](mailto:adao@sprep.org)

**Closing date:** Friday, 10<sup>th</sup> March 2023: Late applications will not be considered.

<b>SPREP is an Equal Opportunity Employer</b>
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