
Role Description

Communications Officer

About our Organisation

The Women's Fund Fiji is an empathetic and adaptive feminist fund working to influence and mobilise financial and non-financial resources for feminist and women's rights organisations and movements, so they can progress the human rights of women, girls, and gender non-conforming people in Fiji.

We are relevant, effective and demonstrate value for money, adaptive and flexible, proud of our high-capacity team, effective in our dual approach to funding, capacity development and movement building, and reaching rural and remote communities.

We will address the problem of the unequal flow of financial and non-financial resources from donors, funders, power holders and decision makers to feminist and women's organisations and movements in Fiji.

Objective

The Communications Officer oversees the development and the implementation of the Fund's Communications Strategy. The role manages the Fund's Digital Platforms; curates, produces and disseminates communication and knowledge products and ensures stakeholder engagement. The role also assists partners/grantees with the use of effective communication mechanisms to drive the objectives and goals of the Fund and its projects. The role reports to the Fund Manager and works closely with the Senior Program Manager & MEAL Coordinator.

Outcomes

Organisational Stakeholders

1. Strategic Communication Functions Delivered

- Robust communications strategy promoting gender justice and women rights through its implementation and refined for effectiveness to support Women's Fund Fiji (WFF) strategic plan objectives
 - A Communications Plan is produced and clearly communicated to all staff involved in its implementation
 - As required, WFF staff, partners/grantees and other stakeholders are provided with capacity building to achieve the expected results from the Communications Plan
 - New opportunities to promote WFF work and its grantees identified
 - Communications plans to support new activities/programmes and services established
- Oversight provided on the implementation and annual review of the communications strategy
 - Communications budget prepared, monitored and managed effectively
- Communication policies and protocols are developed, implemented and continuously refined
- Robust risk management/mitigation planning ensured
 - Crisis-management communications plans developed and implemented
- WFF's points of communication managed effectively
 - Supporting the Fund and its objectives across all media (digital media, print media, social media, broadcast media, etc.) as well as the WFF website and social media platforms Facebook, Twitter, Instagram, etc.

Outcomes

- Maintain and update the Fund's website and ensure that updates are also visible across print, broadcast and social media channels
- Communication requirements including press statements, interview talking points and speeches are effectively addressed and managed
- Curate, produce and dissemination of the Funds communication and knowledge management products (e-newsletters, audio visual pieces, briefs and stories) in collaboration with the Monitoring, Evaluation, Accountability and Learning (MEAL) Coordinator and Senior Program Manager
- Design and implement training programmes to increase WFF staffs' communication skills and capabilities in line with its communications strategies
- Effective engagement with service providers to communicate the Fund and its partners' achievements and learning in promoting gender equality in Fiji
- Monitor, evaluate and report on communications efforts and results (website analytics, social media analytics, etc.)

2. Effective Public Relations and WFF Promotion

- Public Relations (PR) protocols/procedures and strategies are established and effectively implemented
 - PR and promotional activities including but not limited to community consultation forums, e-newsletter, website updates, corporate presentations and stories successfully initiated and/or coordinated
- WFF brand identity is effectively managed through the strict adherence to communications for development principles
- All relevant media platforms effectively used to promote WFF's initiatives and programs
- All media inquiries, requests for information and interviews appropriately addressed
- Relevant events such as trainings and workshops, etc. are organised and facilitated
- PR and communications quality and ethical standards (copy editing and proof reading all internal and external communications) maintained at all times
 - Ensure all public relations and promotional activities are in compliance to donor requirements

3. Robust Stakeholder Engagement Ensured

- Strategic relationships with Stakeholders developed and maintained including local and regional media organisations and potential donors/philanthropy to promote the profile and credibility of the Fund
 - Relationships built and maintained across the Fund and donor/grantee partners to facilitate the development and dissemination of communication products
- Stakeholder engagement plans developed and implemented
 - Broker stakeholder support required for coordinated program planning and implementation
- The WFF website is user friendly and kept relevant with up-to date content

Outcomes

- Relationship building between WFF and media personnel/platforms ensured, including media houses, journalists, editors, reporters, producers and bloggers
- Timely release of relevant and easily-understood information to internal partners and external stakeholders ensured (press releases, public statements etc.)
- All feedback and recommendations from stakeholders are acknowledged appropriately and/or referred internally
 - Stakeholder relationships are monitored with the aim of continuous improvement
- On-going communication ensured with all participants involved in communication flows

4. Program Communications Support Provided

- Appropriate communications plan for specific programs are developed and consultations carried out
- Communication related inputs to the Funds program reports provided as and when required
- Collaboration with the MEAL Coordinator to develop an in-depth knowledge and understanding of WFF's core outcomes and a good understanding of program activities
- Relevant advice provided on the development, implementation, communication and evaluation of WFF's communication activities, policies and standards
- WFF's key target audiences consulted and gaps within communication flows identified
- Key advice provided on the development and review of communications services based on stakeholder analysis
- Risks mitigation plans affecting communications identified and implemented as required
- Contribution to the Fund's localisation and resource mobilisation activities ensured

5. Well-informed Management and Stakeholders

- Coordination of the development, review, design and printing of relevant Fund reports such as the Fund's Annual Progress Report, Six-Monthly Report and other knowledge products produced by the fund
- Fund Manager proactively advised on risks associated with the Funds communication strategy including risk managing strategies
- Effective and timely strategic communications and external engagement advice and support provided to all stakeholders including partners/grantees
- Availability of quality and timely information for use by Fund Manager and other staff ensured during external engagements
- Reporting for Fund Manager and relevant stakeholders (partners/grantees) is timely, complete and provides actionable information and recommendations

6. Teamwork and cooperation

- Cooperation within the WFF team/s ensured
- Cooperation across functions / stakeholders ensured

Outcomes

- Work collaboratively to achieve the set targets and goals

7. WFF's reputation and value standards demonstrated and promoted

- Teamwork encouraged and promoted for the benefit of WFF
- Monitor and encourage team members to uphold reputation and value standards

Responsibilities - Critical Competencies

Competence

Description

Business

Business Performance	Monitor and report on the team or work unit's performance.
Risk Management	Monitor and report on the risks for a work group or a project.
Information Analysis	Evaluate options and make decisions / recommendations based on information provided.
Documentation	Present information in a report that explores the links between the issues and draws conclusions.
Communication	Adapt communication techniques to suit different audiences, handle complex and /or sensitive topics.

Stakeholder

Stakeholder Commitment	Recognise and address underlying stakeholder needs, in addition to those expressed overtly.
Promotion	Capitalise on opportunities for the promotion of new and existing products/services.
Relationship Building	Build long-term relationships working as a trusted advisor.
Social and Cultural Awareness	Use knowledge of cultures and social differences to provide services sensitive to the individual.

People

Facilitation	Evaluate the best course of action making appropriate decisions to ensure effective and timely outcomes.
Problem Solving	Address the wider implications, consequences or causal relationships in a non-routine problem
Innovation	Improves performance by developing concepts that are unique, leading edge, or new to the organisation.

Professional

Technical Strength	Analyse a problem and develop the solution using standard procedures and methods – technical specialist.
Technology Application	Leverage technology to achieve work objectives more efficiently

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Sales/Marketing/Advertising, Media, communications, advocacy, public relations, Journalism	
Desirable		
Higher Degree incl. Post Grad Cert or Dip	Sales/Marketing/Advertising, Media, communications, advocacy, public relations, Journalism	

Work Knowledge and Experience

Minimum of 5 years successful work experience in similar roles

Proven track record designing and executing successful communications strategies and monitoring frameworks

Experience working with a diverse range of partners and community stakeholders; Strong relationships with private and public sector partners and business media outlets

Proven ability and experience using all forms of social and online media to deliver messages and provide information to target audiences

Outstanding copy-writing and editing skills, with experience developing a range of material in accessible formats, for print and online publication

Ability to work with minimal supervision, as part of a small team and independently

Experience in the Fiji women's movement, particularly in gender equality and women's empowerment related program development, highly desirable

Experience in communications on donor funded, specifically Australia's Department of Foreign Affairs and Trade (DFAT), programs, highly desirable

Requirements

Language Proficiency

Excellent command of written and spoken English

Regulatory Compliance Requirements

Police Clearance

Interactions

Interaction	Comments
Internal	
All Staff	
Fund Manager	
Senior Program Manager	
Monitoring, Evaluation, Accountability and Learning Coordinator	
Resource Mobilisation Coordinator	

External

- Media
- Service Providers
- Partners/Grantees
- Relevant Government Authorities
- Relevant Stakeholders
- Prospera International Network of Women's Funds
- Donors/Funders
- Communities of Practices
- General Public

Attributes

Interpersonal Styles

- Perceptive Shows keen insight and understanding of issues or situations.
- Realistic Shows concern for facts and reality, rejecting the impractical.
- Team Oriented Enjoys being with others as part of a group or team.

Thinking Styles

- Analytic Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
- Decisive Reaches conclusions, promptly and firmly.
- Flexible/Adaptable Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions.
- Imaginative Generates ideas and images, showing creativity.
- Disciplined/Systematic Is controlled in conduct, shows an orderly pattern of behaviour, following a methodical and thorough approach.

Behavioural Styles

- Accountable Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal.
- Detail oriented Attends to the small elements of a task/activity, ensuring completeness and accuracy.
- Innovative Devises new and creative ways to do things comes up with original ideas.
- Punctuality Completes a required task or fulfils an obligation before or at a previously designated time
- Enthusiastic Shows high levels of excitement and interest, and expresses positive feelings.