Position Description

Position: Research Communications Specialist – Graphics/Videography
Position Type: Contract
Salary Range: NR 9 – NR 10
Location and Position No: KMD/CPS | NR-KD-009
Reporting Relationship: Reports to Communications & Publications Manager
Subordinates: NIL

1. Position Summary

- Reporting to the Communications and Publications Manager, this position requires a creative thinker, capable of conceptualising and executing ideas into dynamic and functional design solutions. Projects range from social media content to print ads, document typesetting and layout, infographics, and website content. All projects must be completed with speed and efficiency.
- The position works closely with other members of the Communications section, researchers, and the Publications section, assisting with projects from concept to completion. All work should be creative, inspiring, on-time, and aligned with identity, priorities, and strategies of the Institute. It should continually reinforce ‘the PNG NRI way’.

2. Dimension

Budget: TBC
Expenditure Budget: TBC
Equipment: TBC

3. Nature and Scope

Reporting Relationship
The Research Communications Specialist – Graphics & Videography is one of four (4) positions reporting to the Communications & Publications Manager.
Working Environment
Located within Knowledge Management Division, this position works with all internal and external publications, branding, promotional and marketing strategies for the Institute, ensuring the messages is consistent and engaging with the PNG NRI way.

Constraints, Framework and Boundaries
The Communications unit activities are guided by all Divisions of the Institute. The Communications Unit works within PNG NRI’s allocated budgets and resources, PNG NRI Act and Corporate Plan, Strategic Plan, Annual Work Plan and The PNG NRI Way.

Challenges
- Position vacant – Recruitment for a Research Communications Specialist is needed.
- Budget allocated not fully utilized.
- No storage hub to keep all end product processed safe and be accessible to all staff.
- Salary/wage inadequate/incompetent.

Working Relationship

Internal
Communications and Publications Manager, Information Management Systems Manager, Office of the Director, Office of the Deputy Director Research, Office of the Deputy Director Research,

External
Media houses, Stakeholders, Donor agencies, government agencies, private sectors

4. Key Outcomes
- PNG NRI graphic assets and infographics are creative and dynamic, and strengthen the quality of PNG NRI outputs, events, and promotions.
- PNG NRI research outputs are published in accordance with Institute visual identity guidelines.
- The media and the general public are aware of PNG NRI research and events through effective promotion, and through strong and positive relationships.
- PNG NRI branding is maintained through infographics, adverts, videos, etc.
- External liaising with other video production firms

5. Key Responsibilities
- Provide primary graphic design services to the Institute to support research outputs and events and promotions marketing.
- Provide photographic and video production and editing services for research and other specific projects within the Institute.
- Liaise with Research division/Corporate Services to determine their requirements, timescale and budget.
- Manage manuscripts from typesetting through to graphic design, print and production.
- working with Research ideas and managing their expectations.
- Developing concepts, graphics and layouts, including making decisions about fonts, images, readability and readers’ needs.
- Determining size and arrangement of copy and illustrative material, as well as font style and size.
• Preparing Media release drafts of material based on an agreed brief.
• Keep Research Division up to date, listening to and acting on feedback, and explaining the rationale behind graphic design decisions.
• Review layouts and suggesting improvements if required.
• Keep up to date with design and software trends.
• Organise, archive, and maintain all visual media assets in a system accessible to other PNG NRI users.
• Coordinate closely with the other members of the Communications section to effectively manage relationships and campaigns with traditional media (including broadcast, print), the PNG NRI website, and social media campaigns.
• In collaboration with other members of the Communications section, monitor and measure the impact of traditional, website, and social media coverage.
• Contribute to the development of the Communications section’s to the Corporate Plan, Strategic Implementation Framework, Annual work-plan.
• Contribute to compiling the quarterly communications report for the PNG NRI Council.
• Monitor and research trends and opportunities in graphic design to ensure Institute materials are current, relevant, and leading edge.
• Research, write, edit, and proofread communications content, including media releases, website content, invitations, brochures, posters, and other materials, using PNG NRI templates, guidelines, and standards.
• Work closely with research programs and the Commercials Section to ensure any promotional efforts are on-brand, strategic and managed properly.
• Perform other duties as assigned by the Communications and Publications Manager.

6. Technical Knowledge and Skills
• Experience with and capacity to use Adobe applications (Photoshop, Illustrator, InDesign, Premier) and potentially other professional design tools.
• Experience in photography and video post-production.
• Video editing knowledge and skills.
• Experience preparing and optimizing materials for print release and digital files for web.
• Must be capable of producing results within an unstructured environment and have the flexibility to identify and respond to changing priorities.
• Thorough knowledge of media relations and public affairs practices, directions and trends and an understanding of their implications for the delivery of communications and media relation services.
• Demonstrated ability to deliver and evaluate communication and publicity strategies to support program outcomes and goals.
• Demonstrated ability to provide specialist advice and assistance in the design and development of communication material, advertisement, publicity, and media material to ensure Council’s brand is maintained.
• Demonstrated expertise in written and interpersonal communication skills including researching, writing, editing, proofreading and presentation skills for a range of projects and audience.

7. Qualifications and Experience
• Bachelor’s Degree in Communications, Journalism/Media Studies, Public Relations, and/or relevant related field.
• Three years-experience in a similar role.
8. Personal Attributes and Skills
- Patience
- Meticulous attention to detail.
- A logical approach to work.
- The ability to prioritise task.
- Problem-solving skills.
- Good organizational skills.
- Communication and interpersonal skills.
- Creative Thinker.

9. Levels of Supervision
- Entry level position reporting to the Communications & Publications Manager.

Declaration:

I confirm that I have read and fully understand the role of the Research Communication Specialist and undertake to accomplish my tasks consistent with this position description and adhere to the changes that are instituted by Executive Management and the Council from time to time.

Sign: ........................................................

Staff: .................................................... Date: ....................................................

C&P Manager: ....................................... Date: ....................................................