Position Description

<table>
<thead>
<tr>
<th>Position</th>
<th>Research Communications Specialist – Social Media &amp; Website</th>
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<tr>
<td>Position Type</td>
<td>Contract</td>
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<tr>
<td>Salary Range</td>
<td>NR 9 – NR 10</td>
</tr>
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<td>Location and Position No.</td>
<td>KMD/CPS NR-KD-009</td>
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<tr>
<td>Reporting Relationship</td>
<td>Reports to Communications &amp; Publications Manager</td>
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<tr>
<td>Subordinates</td>
<td>NIL</td>
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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. The position range from social media content to website content, digital media adverts, animations, infographics, and web page design.

- The position works closely with other members of the Communications Unit, researchers, and the Publications Unit, 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 – Website & Social media 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.
- Communication section staff ensure that the PNG NRI website is up to date, the social media platforms activities drive traffic to the website, and that the section works to a clearly defined schedule of activities, and outcomes are effectively monitored.

### 5. Key Responsibilities
- Provide graphic design services to the Institute, research outputs, events and promotions marketing.
- Provide photographic and video production, editing services for research and other specific projects within the Institute.
- Monitor social media platforms of the Institute.
- Create content for social media and website.
- Interact with users and respond to social media and website messages, inquiries and comments.
- Review analytics and create reports on key metrics for social media and website.
- Develop and manage social media marketing for social media and website.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with other divisions and projects to create social media and website calendar.
• 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 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 social media and website 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 Commercial Services Section to ensure 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
• Passion for social media and proficiency with major social media platforms and social media management tools
• Proficiency with video and photo editing tools, digital media formats.
• Strong copywriting and copy-editing skills.
• Impeccable time management with ability to multitask.
• Experience with and capacity to use Adobe applications (Photoshop, Illustrator, InDesign and Premier Pro) and potentially other professional design tools.
• Experience in photography and video post-production.
• Experience preparing and optimizing materials for print release and digital files for web.
• 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.
• Deliver and evaluate communication and publicity strategies for Research programs outcomes and goals.
• Provide advice and assist in the design and development of communication material, advertisement, publicity, and media material to ensure Institute’s brand is maintained.
• Have 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: ...............................................................