

VSA E-Volunteer Assignment Description

Assignment Title	Digital Communications and Marketing Advisor
Country	Papua New Guinea
Location of Partner Organisation	Kokopo, East New Britain
Partner Organisation	Pacific Island Projects (PIP)
Duration	12 months (Part-time)
Sustainable Development Goals	

41622

1. Partner organisation overview

Pacific Island Projects (PIP) is a not-for-profit organisation that supplies the sustainable forestry sector with a holistic, one-stop source of information. PIP works closely with communities and collaborates with partners and stakeholders to develop and distribute living and learning resources covering agriculture, forestry, and education. PIP is committed to supporting and strengthening the capacity of people and communities for impactful transformative changes, enabling more inclusive, equitable, and sustainable livelihoods. Through an inclusive and flexible resource distribution approach, PIP's user-friendly learning resources and information packs are freely available in various formats (audio, visual, and paper) and digital platforms (including YouTube). For more information, please visit [PIP in PNG](#).

2. Assignment overview

The purpose of this assignment is to guide and support PIP in the development and implementation of strategic communications and marketing plans, enabling PIP to achieve its desired outcomes through the deployment of education and training resources to target communities. Digital communications and online platforms continue to provide opportunities for PIP to broaden its reach, improve the availability and accessibility of education resources, and enhance communication and engagement through digital channels. Within this context, the volunteer will work with PIP and ACIAR's¹ representative to strengthen its digital communications capacity and capabilities, ensuring effective development and delivery of its digital content across multiple channels and platforms.

3. Goal/outcomes/outputs

Goal

To support and strengthen PIP's strategic communications and marketing capacity by providing strategic input and guidance into the development and implementation of effective digital communications and marketing strategies, enabling PIP to achieve its desired goals

¹ Australian Centre for International Agricultural Research (ACIAR).



Outcome 1

PIP's strategic communications and marketing capacity is strengthened with new capabilities developed to ensure the creation and implementation of effective digital and online communications and marketing strategies.

- Lead, contribute and support the development of digital and online communications and marketing strategies, including the preparation of reports.
- Provide strategic leadership and guidance to support the development and implementation of digital platforms (including a website), and ensure that PIP's communications and marketing messages and engagement activities are effective across channels (including print publications, website, and social media) and platforms.

4. Reporting and working relationships and capacity building

This is an e-volunteer (e-vol) position. The volunteer will primarily communicate and work closely with PIP's Managing Director and Outreach Coordinator. It is expected that the volunteer will collaboratively and constructively engage and work with other staff members and PIP's stakeholders to achieve desired outcomes for PIP.

The volunteer will report directly to PIP's Managing Director. While the volunteer will predominately work with the Outreach Coordinator and the Outreach team, the volunteer is encouraged to contribute to identifying capacity and capability gaps at the individual and organisational level and assist with addressing these gaps through training, mentorship, and coaching.

The volunteer and PIP will have an ongoing relationship with the VSA Programme Manager in terms of assignment monitoring, reporting, professional advice and personal support.

As needs on the ground may change over time, the volunteer is encouraged to review and update the Assignment Description in consultation with the partner organisation and VSA Programme Manager. By their very nature, development situations can involve significant change, so it is advisable that the volunteer periodically reviews and reflects on the Assignment Description throughout the Assignment to ensure the best development outcomes are being achieved.

5. Selection criteria/position requirements

Person specifications (professional)

Essential

- A qualification in Communications, Digital Media Design, or relevant field or experience



- Experience in the development and implementation of digital and online communications strategies
- Experience in developing and deploying digital communications and content
- Proven ability to convey information clearly and concisely to a range of audiences
- Proven understanding of the delivery of digital content across multiple digital channels
- Proven ability to plan, organise, motivate, and manage others to achieve results
- Experience in developing and deploying digital communications and content

Desirable

- Experience in marketing and fundraising

Personal specification (personal)

Essential

- Professional, patient and supportive
- Strong interpersonal skills

6. VSA Essential Attributes

- Commitment to volunteering, to VSA and to the partner organisation
- Cross-cultural awareness
- Adaptability and a willingness to approach change or newness positively
- Able to form good relationships, both personally and professionally, with work colleagues and in the community
- Resilience and an ability to manage setbacks
- Initiative and resourcefulness
- An ability to facilitate learning through skills exchange

7. Country Context

For more information about PNG, please visit [VSA in PNG](#)

Additional information

Residency status

VSA volunteers must be New Zealand citizens or have New Zealand permanent residency status, and currently living in NZ.

Final appointment

The final appointment will be subject to satisfactory VSA clearances, and partner organisation acceptance.

Children's Act

VSA is committed to the protection of vulnerable children and adults, which also includes meeting our commitment under the Children's Act 2014.

The information requested during the application process is necessary to assist VSA to determine applicant suitability to work and/or interact regularly with children and is part of a series of pre-selection checks undertaken on all applicants for VSA assignments.



E-Volunteer package

The volunteer's package includes the following:

Reimbursements

Volunteers will receive a monthly honorarium of NZ\$90 for a part-time assignment. This amount is expected to reimburse the volunteer for costs associated with undertaking the assignment.

Final terms and conditions relating to the specific volunteer assignment will be confirmed in a personalised volunteer contract.

