

VSA E-Volunteer Assignment Description

Assignment Title	Communications Adviser
Country	Tonga
Location of Partner Organisation	Nuku'alofa
Partner Organisation	Caritas Tonga
Duration	9 months

Sustainable Development Goals



41608

1. Partner organisation overview

Caritas Tonga collaborates with Caritas Aotearoa New Zealand and Caritas Australia to foster community and youth development, self-reliance and economic opportunities, and access to clean water and sanitation.

Through campaigns such as Disaster Awareness & Climate Change, Caritas Tonga raises public awareness about the current environmental issues threatening Tonga such as deforestation and rising sea levels.

Caritas Tonga works in partnership with Habitat for Humanity NZ to run projects to support vulnerable families, including those residing in the outer islands in Tonga, particularly projects in the housing and shelter cluster space. Following the devastating impact of Tropical Cyclone Gita in February 2018, Habitat for Humanity NZ and Caritas Tonga jointly undertook a successful 300+ home repair programme under the NZ Government Disaster Response Programme (NZ DRP). This programme incorporated Build Back Safer awareness (BBS) training (delivered post-disaster) which is designed to accompany the repair programme and gives communities simple techniques to build back safer.

Caritas Tonga continues to repair homes following Tropical Cyclone Harold in March 2020 and is also working to build new homes for people with disabilities.

2. Assignment overview

Despite the many community support initiatives which Caritas Tonga undertakes, they do not have the knowledge base within their current staffing team to be able to develop stories and profiles to highlight the development work that is underway.

This volunteer assignment will contribute to the capacity development and upskilling of staff in the area of communications. It will bolster the in-house communications capacity of the Caritas Tonga team and help to raise the profile of Caritas within Tonga and internationally.

3. Goal/outcomes/outputs

Goal

Caritas Tonga has a Strategic Communications Plan as a guiding document, and staff can confidently and competently update social media channels and write stories about beneficiary families suitable for use on social media and project reporting.



Outcome 1

Caritas Tonga has a Strategic Communications Plan which will be used to raise the visibility of Caritas Tonga nationally and internationally.

- Assess current levels of knowledge and skill and identify gaps
- Develop and deliver training in how to produce a communications plan including:
 - how to identify key stakeholders and audiences
 - how to determine the purpose of different communications
 - how to appropriately plan and design messages for key stakeholders and audiences
 - how to connect with the media and others who can help spread the Caritas message
 - how to monitor stakeholder engagement
- Support the team to develop a communications plan which is fit-for-purpose for Caritas Tonga

Outcome 2

Caritas Tonga staff are confident and competent in their abilities to undertake interviews with families and project beneficiaries, community leaders and other stakeholders - capturing success stories from the field.

- Assess current levels of knowledge and skill and identify gaps
- Develop and deliver training in the following areas:
 - how to undertake field interviews
 - how to take photos and videos suitable for Caritas publicity and project reporting
- Mentor team members as they begin to carry out the work above

Outcome 3

Caritas Tonga staff are confident and competent in their ability to develop and update social media platforms and develop publicity materials for training sessions and project publicity as required.

- Assess current levels of knowledge and skill and identify gaps
- Develop and deliver training in the following areas:
 - How to develop suitable social media content
 - How to update social media platforms
 - How to monitor social media content, including timelines and review processes
 - How to develop publicity materials suitable for community training sessions
 - How to develop materials suitable for project publicity and reporting
- Mentor team members as they begin to carry out the work above

4. Reporting and working relationships and capacity building

This is an e-volunteer (e-vol) position.

The volunteer will report directly to Katrina Ma'u Fatiaki, Caritas Tonga Project Manager, and will be accountable to Suliana Falemaka, National Director, Caritas Tonga.

On a day-to-day basis, the volunteer will predominately work with local staff members responsible for the development of media, social media, and project communications.

The volunteer and Caritas Tonga 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 review and reflect 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

- Qualification in marketing, digital communications or other relevant area or experience
- Experience developing and implementing communication plans
- Expertise in management of social media channels and content
- Experience mentoring and coaching people with different levels of ability
- Excellent oral and written communication skills
- Strong organisational and time management skills
- Strong attention to detail and fact checking skills
- Some photography expertise

Desirable

- Experience in the use of multi-media and a basic understanding of relevant technologies and issues

Personal specification (personal)

Essential

- Ability to think creatively, strategically, and critically
- Diplomatic skills and tact
- Ability to work with people from different cultures and varying skill levels
- Understanding of working in a Pacific context
- Patience and adaptability
- Confidence and tenacity to see the work through
- Good availability as some early evening work may be required at times

Desirable

- Interest in Tongan culture (or desire to develop understanding)

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 Tonga, see vsa.org.nz/about-vsa/countryregion/tonga

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

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.

