

VSA Assignment Description

Assignment Title	Digital Marketing and Communications Strategy Advisor
Assignment Modality	E-Volunteer
Assignment Number	42100
Country	Papua New Guinea
Location	Rabaul, East New Britain, New Guinea Islands
Partner Organisation	Pacific Island Projects (PIP)
Duration	12 months
Sustainable Development Goals	



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

This assignment will help people in PNG and other Pacific Island countries develop their natural resources for multiple benefits through the use of PIP's communication, learning and knowledge-building services. Extending on the support provided by two former VSA volunteers, the purpose of this assignment is to guide and support PIP in expanding its reach, engaging with diverse audiences effectively, and amplifying the impact of its initiatives, which include providing 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 educational resources, and enhance communication and engagement through digital channels. Within this context, the volunteer will work with PIP and ACIAR's representative to strengthen its digital communications capacity and capabilities, ensuring more effective development and delivery of its digital content across multiple channels and platforms.

3. Goal/Outcomes/Outputs

Goal

PIP's strategic communications and marketing capacity are further strengthened, leading to more effective digital communication and marketing strategies, enabling PIP to achieve wider audience engagement and recognition.

Outcome 1

PIP's Online Communication Strategy and Audience Engagement Guidelines are refined and effectively implemented, leading to improvements in stakeholder engagement metrics (e.g., increased website traffic, social media interactions, and email engagement).

- Provide guidance and recommendations on strategies to increase community-level knowledge-sharing and stakeholder engagement through various communication modes e.g., social media posts, blogs, videos, and newsletters.
- Advise and assist in identifying and building relationships with external stakeholders, such as project partners, national and provincial media outlets, social media influencers, and other organisations.
- Provide advice on best practices in sustaining effective and innovative communication practices, which include, but are not limited to, digital marketing, audience engagement, and content development; and in identifying key metrics for measuring the success of communications initiatives.

Outcome 2

Staff capabilities in content development, website management and analytics reporting are strengthened leading to increased visibility, engagement and connections with external stakeholders.

Working collaboratively with staff to:

- Review and provide feedback on digital and print materials to ensure quality and alignment with PIP's branding guidelines.
- Assist in the development of multimedia content, including photography and video production, to enhance storytelling.
- Provide training on tools, techniques and systems for effective content creation, including website management, analytics reporting and monitoring of the impact of marketing activities.

4. Reporting, Working Relationships and Capacity Building

The volunteer will collaboratively and constructively engage and work with the Managing Director, Audience Engagement Coordinator, other PIP staff members as well as external stakeholders to achieve the above outcomes. Through this work, 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. This is an e-volunteer (e-vol) position. The volunteer will primarily communicate and work closely with the Managing Director and Audience Engagement Coordinator.

The volunteer and Pacific Island Projects (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

Professional Specifications

Essential

- A qualification and/or experience in Communications, Digital Media Design, Marketing, Public Relations or a related field, ideally in an international development or non-profit context.
- Strong mentoring and capacity-building skills, with the ability to support team members effectively.
- Expertise in developing and implementing communication strategies.
- Proficiency in Facebook Ads, Posts and Campaigns
- Proficiency in WordPress-based CMS
- Proficiency in Adobe Suite and Canva
- Strong interpersonal and cross-cultural communication skills.
- A proactive and collaborative approach to problem-solving and teamwork.
- Ability to extract, streamline, and communicate information gathered from multiple sources, ensuring it is accessible and easily understood by partners and stakeholders.
- This includes the competence to clarify details in a comprehensible manner, catering to diverse audiences.
- Ability to remain informed about the latest developments and trends in the digital landscape. This includes the ability to adapt and incorporate cost-effective AI solutions where applicable to enhance digital strategies and initiatives.

Personal Specifications

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 the New Guinea Islands, Papua New Guinea, see <https://www.vsa.org.nz/our-work/countryregion/papua-new-guinea/>

Additional Information

E-Volunteer assignment

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 in determining 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.