

VSA Assignment Description

Assignment Title	Digital Communications & Social Media Adviser
Assignment Modality	Standard In-country
Assignment Number	42062
Country	Samoa
Location	Apia
Partner Organisation	Samoa Tourism Authority
Duration	12 months

Sustainable Development Goals



1. Partner Organisation Overview

The Authority was established as the Samoa Visitors Bureau in 1986 following the passing of the Western Samoa Visitors Bureau Act in 1984. The change of name to 'Samoa Tourism Authority' in 2002 was a shift to emphasize the broader concept of tourism.

The objectives and functions of the Samoa Tourism Authority are mandated in the Samoa Visitors Bureau Act 1984, with amendments incorporated in 1998 and 2002 changing the entity's name to the Samoa Tourism Authority. This was to shift the emphasis from visitors to the broader concept of tourism and to also emphasise the Policy, Planning and Research functions of the Authority, and to align the government agency to the Minister of Tourism and Board to whom it reports and the Economic Sector that it serves as the National Tourism Office. It is also critical to note that another amendment to the Samoa Tourism Act was conducted in 2012.

The Objectives of the Samoa Tourism Authority as mandated in the Samoa Tourism Authority Legislation therefore are to:

- Encourage private sector investment in the tourism industry
- Encourage visits to Samoa by people from other countries, including travel and holidays within Samoa
- Encourage the development and improvement of accommodation and facilities for tourists
- Coordinate and improve the activities of all sectors providing these services
- Advise the Government and the private sector on all matters relating to tourism
- Prepare, implement and maintain comprehensive tourism development and marketing plans for Samoa

2. Assignment Overview

Samoa Tourism Authority (STA) requires significant volunteer assistance to provide technical training and capacity building to our staff in Digital Communications Adviser across all the platforms we utilise. Full management and monitoring of the Authority's social media channels via both organic and paid activities and utilising digital management tools (such as Hootsuite, Sprout Social, SemRush, Zavy, etc) and relevant platforms to help grow and maintain the Authority's online presence and keep up with emerging social media and digital trends.

The volunteer will provide specific knowledge and skills in the areas of social media and digital management tailored towards the context of travel and tourism, specifically 'destination marketing'.

The management of the Authority's social media and digital channels continues to be a critical aspect in growing the number of visitors to Samoa and further generating awareness, especially given we are in the digital era. The insights and proficiency of a knowledgeable and experienced volunteer in this domain will be vital to boost the Samoa Tourism Authority's digital team capacity and help portray Samoa as a preferred tourism destination.

3. Goal/Outcomes/Outputs

Goal

A well-trained and informed digital team who will be experts in social media management. STA's social media following (each channel) is increased by at least 30% after 12 months with an engagement rate of between 2% and 5%.

Outcome 1

Improved capability and having expert level knowledge in managing social media and digital platforms using the latest digital management tools.

- Identify areas where knowledge is needed the most and focus on training the team on an ongoing basis in this area.
- Adapt a 'hands-on' approach and have the team handle the said tools under supervision.
- Research and monitor industry standards and emerging trends and ensure the team is subscribed to industry forums and discussions to ensure they keep up with trends.
- Keep a knowledge base journal or utilise an online knowledge base platform to document processes for later referrals.
- Train on the job and build the capabilities of the team members in the above areas.

Outcome 2

Increased knowledge and creativity in producing relevant content for social media channels based on current trends and emerging ones.

- Assist the team with research and identifying relevant areas that need to be covered in scheduled posts.
- Assist the team in organising content capturing trips out in the field especially from a creativity perspective to ensure content remains new and has an evenly spread rotation of attractions, activities and/or experiences.
- Provide suggestions and/or different ways to create and produce content in order to stand out from competitor pages.
- Train on the job and build the capabilities of the team members in the above areas.

Outcome 3

Increased number of followers and engagement rate for each social media channel.

- Provide ongoing advice, guidance, mentoring and training to support staff on relevant tactics utilised by social media professionals to grow and maintain follower numbers and increase engagement rates.
- Develop easy to follow guidelines and desk files for the team to refer back to and for new staff.

4. Reporting, Working Relationships and Capacity Building

The volunteer will report directly to the Manager of Sales and Marketing and will be accountable to the Chief Executive Officer. On a day-to-day basis, the volunteer will predominately work with the Digital Team and Marketing Team, and secondarily with the Principal Officers of the relevant divisions.

The volunteer and PO will have an ongoing relationship with the VSA Programme Manager and Country Programme Co-ordinator 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 **on arrival** 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

- Highly creative and collaborative
- Strong marketing skillset across the entire social media landscape (community management, content creation & distribution, analysis)
- Excellent written, verbal and interpersonal communication skills
- Intermediate to advanced Photoshop/Premiere (or similar video editing software) skills
- Advanced social media/digital management software skills
- Able to review, assess and make recommendations as a result of analysis
- Multitasker able to work across multiple projects to tight timescales
- Excellent communication & listening skills

Desirable

- Experience in Photography
- Good understanding of Travel and Tourism
- Good understanding of Marketing
- Familiarity with the destination

Personal Specifications

Essential

- Ability to communicate clearly and effectively through many mediums (email, verbally, training, etc)
- Must be committed to work and be able to work unsupervised
- Must be honest in performing duties and roles
- Ability to work in a team and maintain good relationships with co-workers
- Eager and willing to add to the existing knowledge base and skills of the STA staff
- Ability to work with confidence and in harmony (teamwork) with all STA staff

Desirable

- Trustworthy to work professionally to meet the assignment objective(s)
- Determination to go the extra mile in order to achieve what needs to be done

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 Samoa, see [VSA in Samoa](#)

Refer also to the following links;

- Untold History of Samoa: [Untold Pacific History | Episode 3: Samoa - NZ's Colonisation of Samoa & the Mau Movement | RNZ - Bing video](#)
- New Zealand Aid Programme in Samoa: [MFAT NZ & Samoa-4YP.pdf](#)
- Samoa Government Website: [Government of Samoa \(samoagovt.ws\)](#)
- Samoa Tourism Authority: [Samoa Tourism Authority - Corporate Website](#)
- Pocket Guide of Samoa: [A Brief History of Samoa 1 | - Samoa Pocket Guide](#)
- Beautiful Samoa: [Uncover the History of Beautiful Samoa | Samoa Tourism](#)

8. Living and Working Situation

The VSA Samoa office will source basic and comfortable furnished accommodation prior to the volunteer's arrival in country. In some circumstances volunteers may be asked to share accommodation.

The Samoa Tourism Authority (STA) office is located on the Ground Floor of the FMFM Government Building in Eleele-fou. The Sales & Marketing Division is situated in the Samoan Fale / Information Centre) at the front of the FMFM building (part of the STA Village grounds, which is where the volunteer will be based.

Each division has their own office space, and STA also has office vehicles that the staff can use for any work-related activity pending approval. Our offices are well secured as the building is monitored by a 24-hour security service.

The office spaces are well-equipped, featuring comfortable desks, efficient air-conditioning, and reliable internet access. Currently, the Sales & Marketing Division has 12 staff.

Additional Information

Standard Assignment (12 months or more)

Residency status

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

Pre-departure briefing

As part of the volunteer's contract, successful candidates will be required to take part in a pre-departure briefing course run by VSA in Wellington and complete all required pre-reading.

Final appointment

Final appointment will be subject to satisfactory medical and immigration clearances (costs covered by VSA), partner organisation acceptance, and successful completion of the pre-departure briefing course.

Family status

VSA supports partners to accompany volunteers on assignments of six months or longer. However, volunteers with accompanying dependents will not be considered for this assignment.

Fundraising

VSA funding stakeholders are both the Ministry of Foreign Affairs and Trade (MFAT) and donors. We ask volunteers and accompanying partners to fundraise to help cover the cost of sending volunteers throughout the Pacific and beyond. Fundraising can be as simple as doing something you enjoy with a group or friends, and our Fundraising team is available to help you every step of the way.

Vaccination requirements

Potential volunteers are advised that VSA's insurers require volunteers to be vaccinated, prior to departure, in accordance with the instructions of VSA's medical adviser. VSA covers the cost of any required vaccinations.

Children's Act

While on assignment, VSA volunteers may be required to work with children and/or may choose to participate in informal activities in their own time that involve interactions with children (such as coaching teams or teaching English). 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.

Volunteer package

The volunteer's package includes the following:

Reimbursements and grants

1. The volunteer may be entitled to an establishment grant to help them set up in their country of assignment, and a rest and respite grant after a specified period of active service in-country to encourage the volunteer to take a break away from the immediate assignment location. These grants depend on the length and location of the assignment. The volunteer's contract will specify any grant entitlements.
2. A resettlement grant of NZ\$200 will be paid for each month the volunteer is on assignment. This is payable on completion of the assignment.
3. The volunteer will receive a monthly living allowance of \$1900 SAT.

Accommodation

Basic, comfortable furnished accommodation will be sourced by VSA. In some circumstances volunteers may be asked to share accommodation.

Airfares and baggage allowance

VSA will provide the volunteer with economy airfares to and from New Zealand for their assignment plus a baggage allowance.

Insurance

VSA will provide travel insurance to cover baggage and personal property, and non-routine medical expenses for the duration of the assignment. Further details of the insurance cover will be provided during the volunteer pre-departure briefing.

Utilities

VSA will reimburse volunteers reasonable expenses for household utilities while on assignment.

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