


# VSA E-Volunteer Assignment Description

<b>Assignment Title</b>	Digital Communications Adviser
<b>Country</b>	Samoa
<b>Location</b>	Upolu
<b>Partner Organisation</b>	Samoa Women Association of Growers (SWAG)
<b>Duration</b>	3-6 months (part time)
<b>Sustainable Development Goals</b>	

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## 1. Partner organisation overview

SWAG was established in April of 2018 and since its inception, has grown in membership and recognition. The work that we do to empower women growers and facilitate skills/knowledge building and increasing access to new markets and clientele has been able to improve the lives of our members and create a community of support and caring.

Our **Vision** is *“To provide Women Growers and Farmers of Samoa with opportunities for business, networking, training and education, accessing local and international markets, and socializing in a supportive, open environment allowing for sharing of traditional and environmentally safe solutions to modern day agricultural needs.”* Our **Mission** is *“To promote the core values of Samoan Women’s Association of Growers and reflect the commitment of its members”* by:

- developing agricultural production that is environmentally sound, conscientious; encourages diversity of production and promotes traditional methods
- increases learning opportunities for women and small growers
- through a sustainable organization that encourages and empowers women in the agricultural sector to be heard and valued

We encourage and uphold the value of organic growing through planet conscious actions, for the future health of the Samoan People through strategic aims in the areas of growing, marketing, conserving, adapting, caring and connecting as well as leading. The Association remains focussed on defining its future, scope of core support services with the appropriate human and financial resources. We are committed to realising this ambition for growth and sustainability through increased financial support, building a strong network of key partnerships in Samoa, across the Pacific and beyond and building our organisational capabilities.

## 2. Assignment overview

SWAG has a growing on-line presence on social media. However, we need a qualified and experienced person to help us support our communications and production of authentic products to support our growing community outreach, as well as increase our social media presence. SWAG will be greatly strengthened in this space through having a Communications Strategy in place – to inform more consistent and engaging media posts. SWAG members are keen to promote their unique products online. In additions there are ongoing topics of interest that are directly relevant to our work, that SWAG wishes to inform its members and general public about in a professionally presented manner. Public Relations templates and other relevant Communications Guidelines to support SWAG management and guide SWAG communications with partners and the media will be most advantageous in increasing our on-line social media presence, as well as looking to create a Website in the future.



### 3. Goal/outcomes/outputs

#### Goal

SWAG communications and social media activities support the successful operation of the business.

#### Outcome 1

Design and delivery of a Communications Strategy that incorporates social media to promote projects and complement our partners' communication strategies.

#### Outputs

- Develop a SWAG Communications Strategy (CS) and other relevant documents.
- Training of SWAG team on implementing the CS to promote to a diverse audience.

#### Outcome 2

Knowledge Products are professionally designed and have strong graphic arts components to guarantee a recognizable/branded "look" to the public thereby generating increased interest in our work.

#### Output

- Design SWAG knowledge products such as: brochures, information sheets, instruction manuals, posters, and other information sharing documents with a professional and easily recognizable look to them.

#### Outcome 3

Increasingly prominent social media presence.

#### Outputs

- Increased activity on our Facebook page and creation of an Instagram account showcasing all activities.
- Promote SWAG activities and information sharing through digital channels (i.e. interviews with SWAG members to promote awareness and knowledge of the members and their farms and interests).
- "Get to Know Us" regular posts of members' success stories through narratives, photos and video clips.

### 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 SWAG President, Shelly Burich and Secretary, Mele Mauala

The volunteer and SWAG 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

#### Education and Experience

- Qualification in Communications or related field
- Experience in reaching diverse audiences through online communications
- Experience in maintaining and enhancing digital content
- Experienced in development of advertising strategies and promotional work



- Graphic design, writing and editing experience
- Public Relations and Interviewing skills
- Knowledge of farming and organic practices

## Knowledge, Skills and Abilities

- Public Relations and communication / interviewing skills
- Videography / Video editing
- Knowledge of farming and organic practices is desired
- Skillful in writing and editing to suit various platforms

## 5. 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

## Additional information

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### 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.**

