

## Job Description

**Job Title:** Director of Communications

**Job ID:** 13006

**Location:** PAPUA NEW GUINEA

**Full/Part Time:** Full-Time

**Regular/Temporary:** Regular

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### OFFICE LOCATION

This position is located in Papua New Guinea, Port Moresby

### ABOUT US

The Nature Conservancy is the world's leading conservation organization, working in all 50 states and more than 33 countries. Founded in 1951, the mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

### ESSENTIAL FUNCTIONS

The Director of Communications will be responsible for developing and implementing a comprehensive and well integrated communications plan for the Conservancy's work – Forests and Marine – in Papua New Guinea. A major element of this plan will require the Director to find, write and share compelling and effective stories with a variety of audiences. The Director will maintain existing/forged new relationships with partners in the communications arena within PNG and beyond to further the Conservancy's conservation objectives at local, national, regional and global levels (including sharing/promoting lessons learned). This position will also be expected to represent the PNG program in a variety of internal TNC Communications networks, and will be responsible for enforcing TNC branding guidelines with the program.

#### COMMUNICATIONS FUNCTIONS:

- Using existing regional (MCN, RAFT, CTI, etc.) and local communications strategies/reports as reference, work with the PNG Forest & Marine Programs to develop and implement a 3-year communications plan that is well-aligned and complementary to regional and global programs. Monitor and evaluate the effectiveness of the communications plan
- Establish and maintain a protocol within the PNG Forest and Marine Programs to create, collect and manage stories and information
- Capture, document and disseminate local/national stories that illustrate the rationale and successes of the PNG Forest & Marine Programs (e.g. publications, videos, web stories, etc. depending on audience and objectives)
- Develop messaging and materials for special projects, events and issues, with primary responsibility for writing outreach materials in support of the program as well as coordinating releases from the PNG Forest and Marine Programs.

#### Working with Partners

- Establish and nurture good working relationships with strategic partners in the communications arena throughout PNG and regionally.
- Ensure that partners/stakeholders in PNG are well informed about TNC's work in PNG, and at the regional and global levels where appropriate. Provide Communication training to PNG Staff (PPT, Media Training, etc)

#### Media Outreach

- Develop and implement media and public relations plans that support Forest and Marine

activities/goals, as part of the 3-year communications plan.

- Cultivate local/national media & publicize priority conservation issues
- Manage both reactive and proactive media contacts and make use of print, broadcast and electronic media to secure placements.
- Manage crisis communications when called upon, and act as spokesperson for the Conservancy at the discretion of the Forest and Marine Program Leads.
- Liaise with TNC's media outreach team to explore opportunities to pitch stories to international media.
- Monitor uptake of stories.

#### Internal Communications

- Participate in the Asia Pacific Marketing and Communications Network (MCN) to ensure the PNG work is represented and engage in protocols and systems put in place by this regional communications group.
- Represent Papua New Guinea's Marine Program within the AP Marine Communications Working Group.
- Build relationships with other communicators in the Coral Triangle and FORSA priorities to create new opportunities for collaboration and learning.
- Ensure that all publications and materials developed (including pamphlets, posters, workshop banners, etc.) adhere to the appropriate branding guidelines – this means staying on top of the funding sources of different activities and liaising with program managers as appropriate to ensure that donor branding requirements are met.

Under the overall supervision, direction and guidance of the PNG Forest Program Director, the reporting responsibilities will be as follows:

- Direct Reporting Line (providing direct supervision)- PNG Forest Program Director – All matters pertaining to scope of work.
- Additional Reporting Lines (reciprocal reporting and information sharing) - Communications Manager, AP Forest Program – Forest Program matters Dir of Communications, AP Marine – Marine Program matters.
- Annual Work plans for this position to be developed jointly by the PNG Forest Program Director, AP Marine Communications Director, and AP Forests Communications Manager.

#### SAMPLE ELEMENTS FROM YEAR 1 WORK PLAN

- Work with the PNG Forest Program team to support replication of the Adelberts land management model across Bogia District and beyond (as part of the wider communications strategy).
- Work with PNG Forest and Marine Staff on a regular and ongoing basis to collect stories for use with a variety of audiences
- Work with PNG Forest and Marine Program Staff and regional/global support staff to develop and disseminate briefs and materials about TNC's work in the Adelberts, Manus and Kimbe.
- Actively monitor activities and research to - 1) make the Adelberts model more "REDD-relevant" and 2) make connections between PNG Marine work as it relates to/supports CTI commitments in order to integrate new learning in Forest and Marine materials
- Look for opportunities to raise the profile of PNG's Forest and Marine initiatives within the Conservancy and with other key stakeholders.

#### **BASIC QUALIFICATIONS**

- Bachelor's degree in communications or related field and minimum 5 years related work experience or equivalent combination.
- Experience working in an international organization.
- Effective communicator. Ability to communicate clearly via written, spoken, graphical and other mediums means in English and Tok Pisin.

#### **ADDITIONAL JOB INFORMATION**

##### KNOWLEDGE/SKILLS:

- Bachelor's degree in Communications or related field and 5 to 7 years related experience or equivalent combination.
- Demonstrated experience in MS Office, Word, and Excel. Sound computer skills in developing Power Point presentations and other communication & marketing tools.
- Demonstrated success as an effective and confident writer.
- Demonstrated experience in developing and implementing communication plan targeted at audiences at local, national and international levels.
- Knowledge of current trends and practices in relevant discipline. Knowledge of politics and society with respect to environmental affairs.
- Demonstrated experience working as part of a team.
- Ability to manage time and diverse activities under deadlines while delivering quality results.
- Ability to communicate clearly via written, spoken, graphical and other mediums means in English and

Tok Pisin

- Successful experience in collaborating with/forging new relationships with partners.
- Proven interpersonal, communication, marketing & negotiation skills.

**COMPLEXITY/PROBLEM SOLVING:**

- Design, implement, and direct multiple projects, setting deadlines and ensuring program accountability.
- Acts as a resource to others to solve problems.
- Resolves complex issues independently within program area. Experiments to find creative solutions.

**DISCRETION/LATITUDE/DECISION-MAKING:**

- Opportunity to act independently.
- Decisions may affect other staff in program area.

**RESPONSIBILITY/OVERSIGHT –FINANCIAL & SUPERVISORY:**

- May serve as a team leader for assigned projects and coordinate the work of others.
- May need to gain cooperation from individuals or groups over whom there is no direct authority in order to accomplish program goals.

**COMMUNICATIONS/INTERPERSONAL CONTACTS:**

- Communication and presentation skills; writes and edits materials.
- Work with and communicate with a wide range of people.
- Leverages constructive and effective relationships inside and outside the Conservancy.

**WORKING CONDITIONS/PHYSICAL EFFORT:**

- Willingness to travel and work flexible hours.
- Ability to work under stress during peak workload periods.
- Work requires only minor physical exertion and/or physical strain. Work environment involves only infrequent exposure to disagreeable elements.

**BENEFITS**

The Nature Conservancy offers competitive compensation, excellent benefits, flexible work policies and a collaborative work environment. We also provide professional development opportunities and promote from within. As a result, you will find a culture that supports and inspires conservation achievement and personal development, both within the workplace and beyond.

**HOW TO APPLY**

Please submit resume and cover letter as one document no later than April 14, 2011, 5:00 p.m. EST.

Visit [www.nature.org/careers/](http://www.nature.org/careers/), click View Positions and search for this listing by the position title and/or location. All resumes (CVs) and cover letters must be submitted through The Nature Conservancy's online application system. Please attach them to your application as one document.

If you are having technical problems with the site or application process, contact [applyhelp@tnc.org](mailto:applyhelp@tnc.org) and include job opening ID. Note: Please do not send questions related to specific positions to this e-mail address as they will not be able to be answered.

All sections of online application must be completed (e.g. work experience, education and language skills, even if information is included in resume), to be considered for a position.

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**EOE STATEMENT**

The Nature Conservancy is an Equal Opportunity Employer.

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