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WWF-Pacific Terms of Reference

Position title	WWF-Pacific Assistant Graphics Officer (Temporary)
Department	Communications Department
Location	Suva, Fiji
Position title of supervisor	Communications Manager
Position title(s) which also report to supervisor	Graphics Officer, International Volunteer, Corporate Communications/Liaison Officer, Communications Officer (Fiji), Temporary Communications Officer (SI)
Positions titles that report to this position	Nil
Hours	37.5 hours per week
Grade	Officer
Contract period	Six Months
Date position description approved	10/11/2014 to 10/05/2015
Approved by	Representative

I. Organisational background :

The WWF-Pacific is considered a conservation leader in the Pacific Islands Region. As well as continuing to implement conservation on the ground in Fiji, PNG and the Solomon Islands, the office seeks to ensure that engagement with the key regional level organizations, donors and stakeholders in the Pacific are coordinated and effective on the issues of (i) Climate Change; (ii) Offshore Fisheries; (iii) Coastal Management / Fisheries and Marine Managed Areas (MMAs¹); (iv) Marine Species Conservation; and (v) GAA engagement. As such, WWF-Pacific aims to ensure that the desired messages and ensuing policy and behavioural changes are communicated and supported towards wider sustainable management of Pacific Islands Region resources. This is undertaken in line with and in support of Pacific Island Government priorities in an inclusive and harmonized manner.

Under the 2010 – 2014 five year strategic plan, WWF- Pacific will continue to focus its efforts on achieving healthy, recovering and resilient marine ecosystems that provide improved biodiversity, food security, livelihoods and well-being for dependent communities.

WWF- Pacific's approach is therefore one of empowering key stakeholders and conservation practitioners, working at community, national, regional and international levels to strengthen, where necessary establish and implement effective regional and national policies, governance

¹ Also taken to include Marine Protected Areas (MPAs), No-Take Zones (NTZs), Locally Marine Managed Areas (LMMAs)

processes, capacities and knowledge sharing mechanisms which support sustainable resource management and biodiversity conservation.

Nature and Scope of Position

a) Work Performed

The Graphics Officer closely collaborates with the Communications Manager to support the achievement of conservation outcomes through the design of effective communications tools. The position also consults closely with the permanent, full-time Graphics Officer, sourcing quotations as and when necessary as well as supporting the coordination of events.

b) Challenges/Problem Solving

Challenges for the position include:

- establishing contacts and continuous networking to identify and develop relationships with suppliers of communications materials.
- demonstrating an appropriate communication style and understanding of local protocols, and maintaining professional standards of appearance and manner in order to uphold WWF's reputation;
- the development of products and concepts that align to conservation objectives

c) Decision Making

The position:

- consults with the Communications Manager on areas of uncertainty or ambiguity in relation to communications;
- conforms to internal sign off processes on all conservation, marketing and communications materials produced;
- refers the final decision on work related matters to the Communications Manager.

d) Communication

The position communicates:

- regularly with the Communications Manager to ensure that all work undertaken fits with the WWF-Pacific's overall communications strategy and in the development of any external communications material.
- regularly with the Communications Manager on the delivery of the agreed work plan objectives;
- regularly with conservation and communications teams for ongoing product development
- regularly with corporate partners and/or suppliers to facilitate growth and maintain positive, beneficial relationships;
- as required to represent WWF-Pacific at events.

e) Position Dimensions

Key Accountabilities

- Assist with the implementation of the Great Sea Reef Communications Plan through the design of communications products for the programme
- Design of all reports and communications products and tools for conservation engagements and implementation for the PNG office

- Design WWF-Pacific Annual Report 2014 as well as other arising communications products and tools
- Works according to a timeline and faithfully meeting deadlines
- Liaison between WWF-Pacific, partners, stakeholders and suppliers for projects.
- Assist supervisor in liaison with the internal team members (conservation staff and volunteers) as needed, to produce communications tools
- Understanding of utilizing social media platforms (Facebook, Twitter, Instagram, You Tube, Vimeo, Flickr, Hootsuite, etc)
- Ensures that all WWF-Pacific staff and communications materials adheres to the branding guidelines
- Observes all occupational health & safety, security and equal employment opportunity initiatives to contribute to a safe, healthy and ethical workplace;
- Participates in the WWF-Pacific performance management program as required;
- Works in accordance with all WWF-Pacific policies and procedures.

f) Required Qualifications:

- A trade certificate in Graphics Designs with at least a minimum of 3 years hands on experience.

g) Required Skills:

- A comprehensive understanding of global communications, media relations, campaigning and branding;
- Excellent communication and interpersonal skills; sense of diplomacy;
- Excellent written and spoken English a requirement. Knowledge of other major languages would be a distinct advantage;
- Adheres to WWF's values, which are: *Knowledgeable, Optimistic, Determined, Engaging.*