

## Position Description

Position	Digital Marketing Support Service Provider
Program	Strongim Bisnis
Location	Honiara, Solomon Islands with provincial travel
Duration	Short-term Consultancy
Line manager and directly report to	Partnership Technical Lead, Strongim Bisnis
Works with	Tourism team and partners

## Background

**Australia's Strongim Bisnis** is an innovative pro-business program funded by the Australian Government.

Strongim Bisnis supports Solomon Islands businesses to increase productivity, access greater income earning opportunities and higher value markets; with the intention of enabling greater resilience and creating jobs. Poverty reduction will be the desired result. Strongim Bisnis also supports the private sector and the Solomon Islands Government to work together effectively to increase opportunities for trade and investment and accelerate business growth. A key focus of the program ensures that Solomon Islands women, youth and people with disability have increased economic opportunities.

The program takes a market systems development (MSD) approach to unlocking opportunities for growth in selected sectors (cocoa, coconut, tourism, recycling, sustainable timber, horticulture and seaweed). MSD requires Strongim Bisnis to carefully select partnerships, and design interconnected activities that deliver tangible and measurable results. For each activity it must be possible to track progress from improving the performance of Solomon Islands enterprises, to achieving resilient systemic change in markets, and ultimately increasing income and employment. In this way, Strongim Bisnis avoids *ad hoc* activities and seeks deep engagement with market actors.

Strongim Bisnis activities may include developing and testing new business models, sharing the risk of new ventures in partnership with private sector actors, facilitating market access, supporting structural changes to the 'business enabling environment', product marketing to bring about greater scale, and improving women, youth, and people with disability's participation in markets and their access and control over productive resources.

## Position summary and justification for the role

The Digital Marketing Support Service Provider will be engaged to strengthen the online presence and digital readiness of selected tourism partners by establishing and enhancing key digital marketing platforms and channels (including Facebook Business Pages, Instagram accounts, TikTok accounts, Google Business Profiles, and other relevant online platforms). Working closely with the Strongim Bisnis Tourism Team and participating partners, the service provider will support businesses to improve their digital visibility, develop and optimise online content, strengthen engagement with domestic and international audiences, and build confidence in the use of digital marketing tools. The engagement will focus on delivering practical, partner-specific improvements that support tourism promotion, market readiness, and long-term digital capability.

## Duties and responsibilities

### Key Responsibilities

Digital Platform Setup and Optimisation

- ▶ Review participating partners' existing digital presence and identify priority areas for improvement.
- ▶ Establish, optimise, and enhance key digital marketing platforms and channels, including Facebook Business Pages, Instagram accounts, TikTok accounts, Google Business Profiles, and other relevant online platforms.
- ▶ Ensure partner profiles are complete, accurate, visually appealing, and aligned with business objectives and target markets.
- ▶ Support partner readiness for domestic and international tourism promotion activities.

#### Digital Content Development and Optimisation

- ▶ Support partners to develop and optimise content for digital platforms, including business descriptions, imagery, videos, and promotional content.
- ▶ Ensure content effectively showcases tourism products, accommodation, experiences, and visitor offerings.
- ▶ Apply basic digital marketing best practices to improve visibility, engagement, and audience reach.

#### Coordination with Tourism Partners

- ▶ Work closely with the Strongim Bisnis Tourism Team to plan activities, prioritise support, and manage delivery timelines.
- ▶ Coordinate directly with participating tourism partners to gather information, identify needs, and agree on digital marketing improvements.
- ▶ Adapt support approaches in response to partner capacity, priorities, and technical requirements.

#### Digital Capability Building

- ▶ Provide practical guidance and hands-on support to partners in managing and maintaining their digital platforms.
- ▶ Build partner confidence in using social media and online business tools to promote their products and engage with visitors.
- ▶ Provide simple guidance materials or recommendations to support ongoing platform management after the engagement.

#### Branding, Quality, and Compliance

- ▶ Ensure digital platforms and content are professional, accurate, up-to-date, and aligned with each partner's branding and business objectives.
- ▶ Apply basic best-practice standards for responsible content use, privacy, and online professionalism.
- ▶ Ensure appropriate approvals and consent processes are followed where people, communities, or cultural content are featured.

#### Reporting and Communication

- ▶ Maintain regular communication with the Tourism Team on progress, challenges, and delivery timelines.
- ▶ Provide a brief end-of-assignment report summarising activities completed, improvements delivered, and recommendations for future support.

#### Key Deliverables

The service provider will support tourism partners to strengthen their digital presence through the following deliverables:

- ▶ Established or enhanced Facebook Business Pages, Instagram accounts, TikTok accounts, Google Business Profiles, and other agreed digital platforms.
- ▶ Updated and optimised business profiles, including descriptions, contact details, location information, imagery, and visitor information.
- ▶ Improved digital content showcasing tourism products, accommodation, experiences, and visitor offerings.
- ▶ Practical guidance and recommendations to support ongoing management of digital marketing platforms.
- ▶ A summary report outlining digital improvements delivered and recommendations for future development.

### Required qualifications, experience, and attributes

**\*This is a locally engaged position. Applicants must have a pre-existing legal right to work in Solomon Islands.**

**The ideal candidate will possess:**

#### **Skills and Experience:**

- ▶ Proven experience in digital marketing, social media management, online business promotion, or related fields, ideally within the tourism, hospitality, or small business sectors.
- ▶ Demonstrated experience establishing, managing, and optimising digital platforms such as Facebook Business Pages, Instagram accounts, TikTok accounts, Google Business Profiles, and other online business channels.
- ▶ Strong understanding of digital marketing principles, including content creation, audience engagement, online visibility, and brand promotion.
- ▶ Experience developing and adapting digital content, including text, images, and video, for use across multiple online platforms.
- ▶ Ability to assess digital marketing needs and provide practical, tailored support to businesses with varying levels of digital capability.
- ▶ Strong organisational skills and ability to manage multiple partners, activities, and deadlines simultaneously.
- ▶ Commitment to ethical practices, including appropriate consent, safeguarding, and respectful representation of people and communities online.

#### **Attributes:**

- ▶ Strong attention to detail and ability to deliver high-quality work in a fast-paced environment.
- ▶ Proactive, adaptable, and solutions-focused, with the ability to identify practical opportunities for improvement.
- ▶ Strong interpersonal and communication skills, with the ability to work collaboratively with tourism operators, stakeholders, and project teams.
- ▶ Ability to build the confidence and capability of partners through practical coaching and support.
- ▶ High degree of professionalism, discretion, and respect for cultural sensitivities.

### How to Apply

Applications should be emailed to “[operations@strongimbisnis.com.sb](mailto:operations@strongimbisnis.com.sb)”

**Deadline for applications is 22<sup>nd</sup> June 2026 at 4:30pm.**

Applications should include a cover letter of no more than two pages addressing the position selection criteria, a CV of no more than four pages and the contact details of three professional referees.

Salary level is negotiable, commensurate with experience and the Solomon Islands market. Applicable benefits and entitlements are in line with Strongim Bisnis policies and applicable Solomon Islands' laws.

If you have any questions about the recruitment process, we encourage you to reach out to the Strongim Bisnis team via [eileen.yai@strongimbisnis.com.sb](mailto:eileen.yai@strongimbisnis.com.sb) or call the Strongim Bisnis Office on +677 25664.

Please use the following subject line in your email: **'Application for Digital Marketing Support Service Provider.'**

*This position will be recruited through Adam Smith International (ASI). ASI is committed to continually improving the diversity of our workforce through the attraction, retention, and development of a diverse range of talented people. Women and people with disabilities are encouraged to apply. We want people to be comfortable bringing their whole self to work and recognise that inclusion brings further opportunities for innovation and creativity.*