

Terms of Reference

Position Title	Communications and Public Diplomacy Manager
Duration / Term	Full-time FXTE, until 15 Nov 2027 with option of extension
Location	Apia, Samoa
Appointment	Samoan National
Travel	Within Samoa as required
Reporting to	Performance Quality and Learning Manager
Objective	To support DFATs implementation needs on communication and public diplomacy for the Human Development for All Program.

1 About the Tautua Program

The Samoa Tautua - Human Development for All Program assists in the delivery of Australia's human development commitments in support of Samoa's development priorities. The program is supporting the human development foundations required for Samoa's health security, economic recovery, and continued stability thereafter. Tautua prioritises five interconnected pillars of human development: Education, Health, Gender Equality, Disability and Social Protection. Guided by the Government of Samoa, Tautua is creating transformative change in human development by addressing complex development needs through multi-sectoral, innovative approaches that identify and focus on the underlying issues. Simultaneously, Tautua intends to be able to respond to emergency, short-term needs, build capacity and through research, monitoring and evaluation apply lessons learned and evidence-based decision making to continuously improve delivery. The goal for Tautua is 'improved health, education, gender equality and social outcomes, and social harmony for all Samoans'.

Tautua has three end-of-investment outcomes (EOIOs):

EOIO1: Samoans, especially women and girls, youth, persons with disabilities, the vulnerable and those living in hardship, have more equitable access to health, education, disability and social protection services.

EOIO2: Samoans benefit from the delivery of more inclusive, gender-responsive and higher-quality health, education, community and social development, and social protection services in line with GoS priority areas.

EOIO3: Tautua is an effective partnership between the Governments of Samoa and Australia that supports Samoa's human development priorities and contributes positively to the bilateral relationship and delivers the specific EOIOs of each of the sub-programs.

Tautua identified, during the design and consultation phases, four critical social issues as key areas of initial focus for the program:

CSI 01: Reducing the rise in non-communicable diseases (NCDs) | Health Sector

CSI 02: Reversing stagnated learning outcomes | Education Sector

CSI 03: Reducing the vulnerability of those whose rights to exercise a choice and whose personal safety are threatened | Community and Social Development Sector

CSI 04: Overcoming barriers to inclusive communities | Community and Social Development Sector

2 Scope of Services

The Communications and Public Diplomacy Manager will be engaged by the Program on a full-time basis, and report to the Performance, Quality and Learning Manager. Duties will include key support and responsibilities for the following:

2.1 Strategic Communications and Branding

- a. Implement the activities and principles captured in the Tautua Communications and Public Diplomacy Plan and Strategy. Ensure it is maintained and updated as per advice from DFAT and as developments in context arise.
- b. Lead and develop the Communications and Public Diplomacy Annual Work Plan ensuring coherence with Communications and Public Diplomacy Strategy. Ensure plans and implementation are informed by Program Activities and effectively integrated into Tautua Annual Work Plan each year.
- c. Identify opportunities to integrate or develop communication strategies and products that effectively support Behaviour Change Communications needs of program interventions and activities (Com B Framework), with a strong focus on Gender Equity, Disability and Social Inclusion principles and messaging.
- d. Lead the development of external facing Program Information and Updates (e.g. presentation, briefs etc.) as needed by the Performance, Quality and Learning Manager or Team Leader.
- e. Prepare a Monthly Communications Update, using the prepared template.
- f. Support and maintain strategic media scanning of news and articles related to the Program. Ensure regular updates and information shared with the Tautua Team.
- g. Champion the Tautua approved brand and branding guidelines, ensuring that program communications and signage are consistent with the Australian High Commission.
- h. Support the Performance, Quality and Learning Manager as well as Team Leader with review and development of strategic communications products and pieces as needed.

2.2 Planning, Content Development and Management

- a. Proactively identify content opportunities on Tautua as part of implementation activities and events. Drive engagement and liaise with Technical Team to support.
- b. Develop and manage a content pipeline and editorial calendar, including success stories and blogs, and content for digital channels.
- c. Support the Australian High Commission with coverage of human development and related events.
- d. Develop internal and external communication material as required for DFAT, GoS and other stakeholders.

- e. Submit external social media communication material to the Communications and Public Diplomacy Manager of the Australian High Commission for approval before publication.
- f. Update the Tautua Management Information System (MIS) with communications engagement activities and relevant materials.

2.3 Media and Stakeholder Engagement and Relationship Management

- a. Engage and build relationships with local media, drafting media releases and pitches as required.
- b. Support strategic stakeholder engagements.

2.4 Updating and Maintenance of the Tautua Program Website

- a. Ensure the website is regularly updated with fresh, relevant content reflecting current program activities, achievements and updates.
- b. Maintain alignment of content with DFAT branding and accessibility standards.
- c. Work with DFAT and partners to ensure timely approvals and strategic alignment of website content.

2.5 Resource Management and Compliance

- a. Support and coordinate Tautua events as required, including media relations and public diplomacy messaging.
- b. Manage the inputs of consultants and services providers as required, e.g., copy editors, designers, photographers, videographers, web developers (e.g. for logo, branding and templates).
- c. Maintain and monitor budget resources committed to Communications and Public Diplomacy related activities.
- d. Ensure that all Tautua channels and content comply with DFAT child protection and safeguarding guidelines, including imagery and digital platforms.

2.6 Other Duties

- a. Collaborate with the Technical and MEL teams to record significant change stories and key program outcomes.
- b. Contribute actively to a dynamic and collaborative team culture in line with organisational and team values.
- c. Perform other functions as may be required from time to time, consistent with skills and experience, as agreed with the Team leader, Performance, Quality and Learning Manager and/or Palladium's Program Manager.

6. Qualifications and Experience

Essential

- University Degree in Communication, Social Sciences, International Development or related field.
- Minimum 5-7 years' experience implementing communication strategies, and working in communications and media.

- Demonstrated experience in communications for aid/development; experience working with DFAT or government donors highly desirable.
- Proven track-record of writing an array of communication products, including speeches, talking points, press releases, social media content and feature stories.
- Experience in writing and content production for a range of audiences, (e.g., news media outlets, private sector, and the general public).
- Established contacts and networks with local media outlets is highly desirable.
- Experience writing content for, and managing, digital channels (including websites, social media).
- Strong interpersonal skills, with ability to work in sensitive situations.
- Highly responsive with strong time management skills and an ability to meet tight deadlines.
- Proven ability to work collegiately and foster effective working relationships in a culturally sensitive manner.
- Proactive attitude and ability to work independently, and with creative ideas.
- Excellent written and verbal communication, liaison and interpersonal skills.
- High-level skills in written and spoken English and Samoan are required.

Desirable

- Intermediate photography and videography skills.
- Experience in communications relating to human development / the pillars of Tautua is desirable.