



Australian Government
AusAID



AusAID Manila

Job Description and Selection Documentation

Specialist - Public Affairs and Communications

National Overseas-Based Position (O-Based Level 7-8)

About AusAID

AusAID advises the Government of Australia on international development policy and manages Australia's overseas aid program. AusAID's work contributes to a global commitment to achieve eight 'Millennium Development Goals'.

With a head office in Canberra, and field offices around the world, AusAID works in close partnership with Australian and foreign government officials, international and multilateral organisations (including the United Nations, World Bank and Asian Development Bank), the private sector, non-government and community organisations, and civil society. AusAID has working relationships with many private companies and non-government organisations who contribute to the design and delivery of programs of assistance.

The Philippines Program

Australian aid is focused on supporting the Philippines Government's priorities of improving the prospects for economic growth, poverty reduction and national stability.

AusAID's portfolios in the Philippines include: Education, Mindanao, Climate Change/Disaster Risk Reduction and Sub-National Governance. Each portfolio is underpinned by a suite of cross-cutting programs focused on supporting more accountable, transparent and inclusive governance, and involves working with national and local government systems.

The Program Enabling Team

The Program Enabling Pillar (PEP) Team performs a number of policy, coordination and project management functions within the AusAID Manila office. Specifically, the team is responsible for policy development and coordination in the areas of gender, human rights, disability, performance and quality and for delivery of AusAID Manila's public affairs and communications program and coordination of AusAID's partnering arrangements with other development donors.

Job Description

The Public Affairs and Communications Specialist will provide expert advice to the Philippines Program to contribute to the efficient and effective delivery of AusAID's Philippines Country Strategy 2012-2016. The Specialist will focus on support to the program to enhance the public image of AusAID through the development, implementation, and review of effective communications and public relations strategies and through information dissemination support services within a multi-functional cross-cultural team.

The Specialist will be a non-ongoing position for one year based at the AusAID Manila office. The Specialist will report to the Counsellor responsible for the management of the AusAID Public Affairs team (currently one officer).

Role and responsibilities

1. Oversee the "Perceptions Survey" (a piece of work over 3-4 months to determine the knowledge and views of the Filipino public and key stakeholders about the Australian Aid program). This will involve:
 - managing the contracting process and monitoring progress against the contract ensuring all provisions are met;
 - working with the firm undertaking the contract to develop the methodology, format and questions for the survey;
 - overseeing and monitoring the progress of the work (and potentially observing in the field); and
 - contributing to the appraisal of the output (the report) and AusAID's response to its recommendations.
2. Write a Communications Strategy for AusAID's Philippines Country Strategy 2012-16. This will be a companion document to the new Country Strategy (currently under development to begin in 2012). This will involve:
 - Liaising and discussing with AusAID Manila senior management and staff, and with relevant AusAID staff in Canberra;
 - Liaising and discussing with other Australian Embassy officials to ensure harmonisation with the Embassy Public Diplomacy Strategy; and
 - Ensuring that the findings of the Perceptions Survey are incorporated into the document.
3. Provide advice and strategic directions of the public affairs work including:
 - Advising on allocation of budget and other resources;
 - Liaising with senior management and activity managers to identify opportunities for the successful delivery of public affairs messages;
 - Ensuring that senior managers are aware of developing media stories and trends which impact on AusAID's interest and operations; and
 - Providing support for AusAID and the Embassy's public affairs activities as required.
4. Contribute to the development of knowledge and skills of AusAID Manila staff in order to enhance their individual and team capacity to plan for and implement effective public affairs and communications activities. Provide mentoring to the Public Affairs Officer particularly in relation to building capacity for developing a strategic approach to communications activities at post.

Eligibility/ Other Requirements

- Relevant tertiary qualifications.
- A minimum of eight (8) years professional work experience in media or public relations, preferably gained with an international funding agency and/or government institution.

Selection Criteria

Important: The Selection Criteria are used to assess an applicant's suitability for a position. Applicants must provide a statement of claims, not exceeding two pages, addressing the selection criteria below. Statements should detail suitability to perform the duties of the position including personal qualities, experience, skills and knowledge relative to the selection criteria.

1. Demonstrated high level expertise and experience in media, or public relations field, ideally in the Philippines or other developing country context.
2. Strong understanding of communications, public relations and media management, including a capacity to apply that knowledge to disseminate information to a variety of audiences.
3. Strong written and oral communications skills in both English and Filipino including demonstrated ability to deal effectively with editors, journalists and senior Embassy staff and to prepare high quality written materials.
4. Commitment to excellence and a self starter with the ability to identify new opportunities, develop networks and deliver high quality results with a high degree of autonomy.
5. Knowledge of the key development sector stakeholders in the Philippines.
6. Strong interpersonal, influencing, mentoring and cross cultural skills.
7. Experience and understanding of the principles used in market research, or other qualitative and/or quantitative research methods.

Location

The Public Affairs Specialist will be located in the AusAID office in Manila, but will be expected to spend periods of time, often at short notice, in provincial centres where Program support is to be provided.

NB: All AusAID employees demonstrate a commitment to the Overseas based Employee Code of Conduct and Values, as well as to workplace diversity, occupational health and safety and employee participation principles, and have appropriate cross-cultural sensitivities.

Approved: / /