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<b>Position</b>	<b>Communications Manager (International)</b>
<b>Program</b>	Strongim Bisnis
<b>Location</b>	Honiara, Solomon Islands with provincial travel
<b>Duration</b>	Full time until June 2022
<b>Line manager</b>	CEO
<b>Direct reports</b>	One
<b>ARF Level:</b>	Long term, up to B3 (depending on experience level)
<b>ASI Contact Representative:</b>	Rami Alkhatib, Program Manager

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### Background to the Strongim Bisnis program

Strongim Bisnis, which commenced in July 2017, is an initiative of the Australian Government in Solomon Islands. It utilises a market systems development (MSD) approach in its goal to stimulate growth in specific sector value chains (cocoa, coconut, tourism, timber, horticulture, waste management and financial services). Through its activities it seeks to catalyse innovation, improve business practices, strengthen collaboration, manage risks, build resilience, increase women's participation and empowerment, and actively involve youth and people with disability.

The program has three end-of-program outcomes (EOPOs):

1. Business is demonstrating potential for increased productivity, greater resilience, better risk management, more income earning opportunities and access to higher value markets, more efficient use of assets and labour, and new business models that favour employment, incomes or trade.
2. The private sector and government work together to increase opportunities for trade and investment, and form external partnerships that accelerate business growth, measured by a more favourable investment climate and external partnerships that accelerate changing business practice; and
3. Women, youth and people with disability have increased economic opportunity, measured by their participation in the above outcomes and the success of specific social inclusion measures for women's, youth and people with disability economic empowerment.

### Position Description

The Communications Manager is a hands-on position responsible for managing the communications and knowledge management functions of Strongim Bisnis and delivering the communications strategic plan. This includes: a) external communications: delivery of tailored creative assets and messaging to promote Strongim Bisnis; b) upskilling program staff in communications and providing them with access to quality information and research; c) supporting business advisers with advice, communications materials and marketing solutions to support program interventions; d) developing, enhancing and implementing effective communications and public diplomacy; e) developing and strengthening relationships with the

media, partners and other stakeholders; f) and g) planning, implementing and managing events.

## **Duties and Responsibilities**

### **Management**

- Deliver communications products, campaigns, events and activities in accordance with the communications strategic plan.
- Write and develop compelling stories to showcase the Strongim Bisnis program (media releases, case studies, newsletters, thought leadership articles, infographics, videos, photos, posters, presentations and research) and in particular those stories highlighting successful youth and women entrepreneurs and businesses run by, or employing, people with disability.
- Plan and manage events to promote Strongim Bisnis and the Australian High Commission; enhance relationships with partners and stakeholders, including senior government representatives; and maximise exposure by leveraging media relationships.
- Manage the program's website and social media accounts and ensure the currency of materials on them; and manage/build the image and video library.
- Ensure donor/stakeholder approval processes for public materials are obtained, and processes for engaging with the media followed.
- Manage and support staff, suppliers and consultants to deliver communications outputs.
- Monitor local media and maintain effective networks and working relationships.
- Work with other relevant Australian Aid programs to leverage communications opportunities and advance shared goals.
- Act as secretariat for meetings and draft and distribute minutes.

### **Advice/program support**

- Advise and assist team members to develop better communications skills (e.g. in interviewing, writing up stories, preparing presentations, and photography).
- Support business advisers with program partners and other activities e.g. with advice to partners, development of communications plan and materials, and practical support with events.
- Support partner's marketing and communication efforts to develop marketing campaigns, draft and disseminate media releases and communications material, create assets such as billboards and signs and build partners' capacity to develop internal communications and marketing skillsets.
- Assist with presentation of Strongim Bisnis' reports (covers, graphics, layout etc).

### **Monitoring**

- Ensure the proper use of Strongim Bisnis' branding and the Australian Government's style guidelines. Train and promote the use of these within the program team.
- Monitor communications activities to ensure relevance, effectiveness and value-for money.
- Monitor and address communications related risk and leverage opportunities for the Strongim Bisnis brand.
- Report on communications activities biannually and as otherwise required.

### **Knowledge Management**

- Work closely with the MRM Manager to promote Strongim Bisnis' results and lessons learned.
- Manage external inputs in research development e.g. in design, editing, peer review and other, data storage and dissemination.

## **Skills and experience required**

The ideal candidate will have:

- A tertiary qualification in communications, marketing, journalism or a related field.
- Experience working in Solomon Islands or other Pacific country.
- Extensive work experience in communications in a developing country context and cross-culturally.
- Demonstrated project/event planning and management skills and the ability to manage multiple tasks and a range of suppliers and contractors.
- Ability to engage with diverse audiences – businesses, associations, civil society organisations, donors, senior government officials, and the Strongim Bisnis team and its partners.
- Strong English writing skills, with the ability to summarise and repackage technical information in clear, compelling language.
- The ability to write engaging human interest and news stories.
- The ability to manage events with a good understanding of managing audiences, venue selection, speakers and media exposure.
- Demonstrated experience in: website content management, social media and media releases, graphic and document design, photography, video production, editing, event management and broadcasting.
- Demonstrated commitment to gender equality, youth empowerment, disability inclusion and do-no-harm principles.
- Willingness to undertake occasional travel for field missions, including to remote areas.

The following skills/experience could be an advantage:

- Experience in a M4P or MSD program (ideally) or a private sector development program.
- Experience working on Australian Aid-funded projects.