



TE TANGO
AKARANGATIRA
ORA'ANGA



**INTERNAL
AFFAIRS**

PO Box 98, Avarua, Rarotonga, Cook Islands

SHORT-TERM MEDIA AND COMMUNICATIONS CONSULTANT

Contract Duration: August 2021– February 2022

The consultant will specifically be called upon to support INTAFF's communications efforts in the following areas:

- Positioning of INTAFF on leading media platforms;
- Initiate, maintain and enhance the INTAFF's newsroom page on the INTAFF website;
- Operational and communications support to INTAFF-led and supported special events and projects.
- Identify and develop creative opportunities to increase awareness of INTAFF and its priority areas across all business units;
- Provide guidance to colleagues on the drafting of press releases and other communications products
- Monitor trends in using international media including social media for outreach purposes and appropriately apply that knowledge to increase INTAFF's visibility and impact;
- Work collaboratively with INTAFF's partners to leverage international media and social networks to enhance INTAFF's mission;
- Undertake other related duties at the request of the Secretary

Expected deliverables:

Raise awareness of INTAFF and its priority areas, in particular:

- Produce news content and multimedia packages for dissemination to media and other audiences;
- Successfully provide communications support for INTAFF-led and supported communications and other special events and projects;
- Provide monitoring and analysis of impact of INTAFF communications activities during the period of the consultancy;
- Provide support in crafting key messages, communications strategies and other written materials as required by the Team Leader;
- Identify effective ways to engage with INTAFF's key target audiences (media, government partners, development organisations, academia);
- Identify new and innovative ways of engagement with audiences applied to INTAFF's media and advocacy activities.

Reputational Risk Management:

- Monitor media for potential reputational risk issues;
- Contribute to drafting risk management responses;
- Reading and summarizing audit and evaluation reports, identifying potential reputational risk issues.

Competencies

- Demonstrated understanding of effective outreach and monitoring;
- Excellent knowledge of international media, social media tools and applications.
- Excellent English writing and editing skills;
- Proven networking skills and ability to interact with staff at all levels, including senior management;
- Graphic design capabilities are a strong asset;
- Familiarity with INTAFF and our organisation priorities
- Familiarity with and strong interest in development issues is desirable.
- Very effective at multi-tasking;
- Strong initiative-taker;
- Focuses on impact and results for the client;
- Demonstrates integrity by modeling the INTAFF's values and ethical standards;
- Advocates and promotes the vision, mission, and strategic goals of INTAFF;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Required Skills and Experience**Education:**

- First degree acceptable if an additional three years of experience in relevant field of communications and/or journalism.

Experience:

- Experience at the national or international level in digital media, journalism, communications or related field;
- Demonstrated experience in speedy quality writing and creating compelling online content;
- Demonstrated experience in building and maintaining online communities;
- Experience in using web content management systems.

Languages:

- Fluency in spoken and written English;
- Working knowledge of Cook Islands Maori desirable