

POSITION DESCRIPTION

National Fisheries Authority

AM3749 - Public Relations Officer

The **National Fisheries Authority (NFA)** is established under its own enabling legislation. It has a regulatory oversight over the Fisheries Sector on behalf of the government of PNG. NFA has international responsibilities in promoting and representing PNG's fisheries interest. NFA also manages international treaties (bilateral & multilateral) on behalf of the government with other third parties where required. Through internal reforms NFA would like to continue to be leader in the fisheries sector in the Pacific promoting sustainable and equitable fisheries development programs.

FA invites applications from highly motivated individuals for the following positions.
The positions are based in Port Moresby.

Public Relations Officer

This role reports to the Executive Manager Corporate Services. The Public Relations Officer (PRO) is responsible for coordinating NFA's public relations and promotional activities and media releases and publications in various multimedia platforms. The PRO will also be responsible for events management and oversee protocol and logistical matters for NFA executives and associated dignitaries.

Key Responsibilities:

- Website administrator, basically responsible for strategic direction, audience research, editorial policy and content ownership
- Managing NFA website, responsible for content management, information design, providing creative services, graphics and sound
- Creating and implementing editorial policy and sourcing information
- Online publishing etc
- Creating and /acquiring content for website ,email newsletter and other online communications media such as pro-cast
- Contribute articles for NFA newsletter
- Liaise with Media for publicity /coverage
- Provide supplement to the media
- Organize and participate in conferences
- Produce and publish in-house printing such as brochures / pamphlets
- Produce business cards for staff
- Coordinate Media coverage for Fisheries events / occasion for best coverage
- Liaise with printing companies
- Liaise with international Media
- Assisting Properties section with profiling
- Assisting PSID with publication
- Shooting photographs
- Marketing and investment publication
- Liaise with stakeholders
- Liaise with other government departments and corporate entities like IPA, PNG Ports, Foreign Affairs and Immigrations
- Assisting Executive Manager Corporate Services
- Updating provincial fisheries profile
- Conducting fisheries awareness
- Participating in fisheries related conferences or activities

Expected Competencies:

- Must have appropriate qualifications
- Minimum 5 years` experience in a similar role
- Planning publicity strategies and campaigns
- Writing and producing presentations and press releases
- Dealing with enquiries from the public, the press, and related organisations
- Organising and attending promotional events such as press conferences, open days, exhibitions, tours and visits
- Analysing media coverage
- Commissioning or undertaking relevant market research

Applications close COB Friday 12th April 2019

To apply for this position:

- Download and complete the Application Form from <http://www.vanguardpng.com>.
- Email the application to recruitment@vanguard.com.pg together with a copy of your CV in MS Word format.

Note: Do not include copies of any other documents. You will be asked to provide the originals of certificates etc if you are selected for Interview