

**GOVERNMENT OF KIRIBATI**  
**POSITION DESCRIPTION**

<b>1. Ministry:</b> Ministry of Fisheries and Ocean Resources		
<b>2. Position Title:</b> Media Officer	<b>3. Salary Level:</b> 11-10	<b>4. Division/Unit:</b> Corporate Service Division
<b>5. Reports To:</b> SAS	<b>6. Direct Reports:</b> Senior Media Officer	
<b>7. Primary Objective of the Position:</b> For transparency and good governance through the publication of updates and progress of all the Ministry's on-going programs and projects		

<b>8. Position Overview</b>	
<b>9. Financial:</b>	<b>10. Legal:</b> National Condition of service
<b>11. Internal Stakeholders:</b> <ul style="list-style-type: none"> <li>• HODs</li> <li>• Ministry of Fisheries and Ocean Resources Staff</li> <li>• SOE</li> </ul> <p>To be referred to Manager:</p> <ul style="list-style-type: none"> <li>• Drafts of articles and translate into local language</li> <li>• Postproduction outputs on photo/video</li> <li>• Graphic Design work for publicity</li> <li>• Digital Signage contents</li> </ul>	<b>12. External Stakeholders:</b> <ul style="list-style-type: none"> <li>• Island Councils</li> <li>• Local Communities</li> <li>• Schools</li> <li>• SPC GSD</li> <li>• ESAT-TACL</li> <li>• FSPK</li> <li>• BPA</li> </ul> <p>To be referred to Manager</p> <ul style="list-style-type: none"> <li>• Press releases, Final designs, photos and videos</li> </ul>

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<b>13. KEY ACCOUNTABILITIES</b> <i>(Include linkage to KDP, MOP and Divisional Plan)</i>		
<ul style="list-style-type: none"> <li>▪ <i>KDP/KPA:</i></li> <li>▪ <i>MOP Outcome:</i></li> <li>▪ <i>Divisional/Departmental/Unit Plan:</i></li> </ul>		
<b>Key Result Area/Major Responsibilities</b>	<b>Major Activities/Duties</b>	<b>Performance Measures/Outcomes</b>
1. Media Relations and Public Communication	<ul style="list-style-type: none"> <li>• Build and maintain strong relationships with media outlets, journalists, and communication partners.</li> <li>• Draft press releases, media statements, and responses to media inquiries.</li> <li>• Coordinate interviews, press conferences, and public announcements.</li> <li>• Strengthen MFOR’s visibility and credibility both locally and internationally.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of press releases and media briefings</li> <li>•</li> </ul>
2. Content Creation and Management	<ul style="list-style-type: none"> <li>• Assist in the development of advocacy tools and products to raise awareness and the profile of the Ministry under various programs.</li> <li>• Produce high-quality content for various platforms such as MFOR social media, website, digital signage, and publications).</li> <li>• Capture and edit photos and videos for communication and documentation purposes.(e.g Te Oi Podcast Talkshow)</li> </ul>	<ul style="list-style-type: none"> <li>• No of social media post</li> <li>• No of design contents deployed to MFOR Screens</li> <li>• No. of videos</li> </ul>

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	<ul style="list-style-type: none"> <li>• Ensure all content aligns with the organization’s communication strategy and branding guidelines.</li> </ul>	
<p>3. Event Coverage and Documentation</p>	<ul style="list-style-type: none"> <li>• Provide media coverage for official events, missions, and activities.</li> <li>• Prepare event summaries, captions, and visual reports for internal and external dissemination.</li> <li>• Archive multimedia materials for future use and reference.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of official missions, events, and activities covered per quarter.</li> <li>• Quality and timeliness of event reports, captions, and multimedia submissions.</li> <li>• Feedback from project divisions and partner organizations on communication support.</li> <li>• Visibility of MFOR’s activities in local and partner communications.</li> </ul>
<p>4. Strategic Communication and Branding</p>	<ul style="list-style-type: none"> <li>• Support the development and implementation of communication strategies and campaigns.</li> <li>• Promote the organization’s key messages, policies, and achievements effectively.</li> <li>• Maintain consistency in branding, tone, and visual identity across all media outputs.</li> </ul>	

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5. Media Monitoring, Reporting, and Capacity Building	<ul style="list-style-type: none"> <li>• Monitor media coverage and social media engagement related to fisheries and ocean issues.</li> <li>• Produce periodic media analytics and communication reports to inform decision-making.</li> <li>• Conduct basic media and photography training for staff to improve internal documentation and communication outputs.</li> </ul>	
6. Integrating Innovative Approaches	<ul style="list-style-type: none"> <li>• Introduce creative communication tools and methods to enhance public outreach and engagement.</li> <li>• Pilot new digital approaches (e.g., short videos, podcasts, interactive posts) to promote MFOR's key messages.</li> <li>• Encourage innovation within the communication team and share new ideas for improving media effectiveness.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of new communication formats introduced (videos, reels, infographics, etc.)</li> </ul>
	<ul style="list-style-type: none"> <li>• Assist with the undertaking of MFOR activities and programs</li> </ul>	
	<ul style="list-style-type: none"> <li>• Perform any other duties as assigned by the PMOs and Director and Permanent Secretary</li> </ul>	

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10. Key Challenges	11. Selection Criteria
<ul style="list-style-type: none"><li>• Translation of technical papers into Kiribati public awareness materials</li><li>• Working on tight schedule and timeline</li><li>• Coordinating across multiple divisions and projects</li><li>• Keeping up with Digital Trends and Innovation</li></ul>	<p><b>11.1 PQR (Position Qualification Requirement):</b></p> <ul style="list-style-type: none"><li>• <b>Education:</b> Degree in Journalism OR Form 7 Certificate or A diploma in Community Skills</li></ul> <p><b>Experience:</b> at least 3 years working experience in community awareness programs</p> <p><b>Job Training:</b> Graphic Design Applications, Video editing software i.e Davinci Resolve Environment</p> <p><b>Prerequisite:</b> News writing, Media skills from applications and execution.</p> <p><b>11.2 Key Attributes (Personal Qualities):</b></p> <ul style="list-style-type: none"><li>○ <b>Knowledge</b></li><li>○ Should have knowledge on program and project management and added advantage of working with donors.</li></ul>

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	<ul style="list-style-type: none"><li>○ Good understanding of the Kiribati communities and different cultures and customs</li><li>○ Leadership and management skills</li><li>○ Should know how to shoot photos and videos execute outputs.</li><li>○ Should have knowledge of video, design and photo softwares such as Adobe Creative Cloud Applications such as Indesign, Photoshop, Illustrator and Lightroom and Resolve.</li><li>○ <b>Skills:</b></li><li>○ High level Compute skills</li><li>○ Management and leadership skills</li><li>○ Demonstrated oral and written communication skills in both Kiribati and English language</li> <li>○ <b>Attributes</b><ul style="list-style-type: none"><li>○ Efficient and Effective</li><li>○ Innovative and proactive</li><li>○ Approachable</li><li>○ Ability to take initiative and work without supervision</li></ul></li></ul>
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