



Communications Specialist Terms of Reference

Assignment: Communications Specialist, PNG (ELMPNG) Project

Employer: Department of Treasury

Location: Port Moresby, Papua New Guinea

Duration: The Communications Specialist will be contractually engaged for a period of Two years with an option to further extend the contract based on performance, and the availability of funding (contract duration must not extend beyond the project closing date, currently June 30, 2027).

Expected Start Date: July 2025

1. Background

The Government of Papua New Guinea has received financing from the World Bank towards implementation of a labour mobility project. The project objective is to strengthen government systems in Papua New Guinea that support workers and their households to benefit from overseas employment opportunities, with a focus on women and disadvantaged groups.

The project has four interlinked components: (1) Strengthening systems and worker readiness to enhance benefits from overseas employment opportunities; (2) Enhancing equity in access to labour mobility opportunities for PNG workers; (3) Boosting household impacts from employment overseas; and (4) Project management and results monitoring. The project is projected to provide training to 20,000 beneficiaries (both departing workers and their household members) covering work readiness training, financial literacy training, and reintegration training. Some 5,000 low and semi-skilled workers are expected to gain access to formal sector employment as a result of the project activities. Meanwhile, the remittances received from workers abroad will provide benefits beyond the worker and household level to all participating communities.

The implementing agency for this project is the Department of Treasury (DoT), whilst the Labour Mobility Unit (LMU) within the DoT is set to undertake day-to-day implementation of the project. The LMU is the national unit tasked with administering labour mobility from PNG. The LMU is responsible for coordinating recruitment of workers for overseas employment. Specifically, the LMU works with regional recruitment hubs (RRH) across PNG to recruit, prepare and facilitate visas for workers to participate in the Pacific-Australia Labour Mobility (PALM) and Recognised Seasonal Employer (RSE) schemes in Australia and New Zealand respectively. Currently there are 4,000 plus Papua New Guineans participating in these programs, and the Government of PNG aspires to reach 8,000 workers overseas by 2025.

A key component of this project is a worker and family preparedness (WFPP) program for PNG workers for overseas migration. LMU has designed a 'Worker and Family Preparedness' program that commences at the point of community awareness and ends with the Australia and New Zealand Pre-Departure Briefs. The WFPP program will be structured into three phases. Phase 1 targets potential individual applicants and families interested in applying for temporary labour mobility schemes. This



Phase will take an awareness approach with the inclusion of community driven initiatives designed to commence the applicant and family journey. Phase 2 targets potential workers who have been selected by the LMU into the work-ready pool. Phase 3 is for workers in the work-ready pool who have been recruited by an approved employer, signed their Offer of Employment, received their visas and are waiting to mobilise. Phase 3 targets all departing workers and are required to attend a pre-departure briefing by the LMU prior to mobilising.

This Terms of Reference is for the Communications Specialist position within PNG Labour Mobility Unit. LMU is seeking to hire a qualified and experienced Communications Specialist to help review and update a communication strategy and ensure successful implementation of the strategy.

The Communications Specialist will be responsible for coordination, planning, administration, and support delivery of LMU communications objectives to ensure successful and timely outcomes. The Communications Specialist will also provide hands-on-support to the broader objectives of LMU by working with the LMU Communications Officer and a broader audience of government decision makers, development partners, and the international development community/stakeholders. Some work may be required outside of general working hours especially during duty travel.

2. Objectives of the assignment

The objectives of the assignment will be to ensure that;

- The activities under the LMU communications rigorously promoted through various outreach and communication platforms to contribute to project visibility, transparency and accountability both within and outside government.
- LMU is provided with high-quality communication products and the inputs and services needed on a full-time basis for the activities, including outreach and communication to workers, their families and communities, potential employers, and other stakeholders.
- Provide hands-on support to LMU communications officer and enhance strengthened capacity for LMU communications team as and when needed to implement communications, outreach, training, and other related activities.

3. Scope of Services

Key Tasks and Responsibilities of the Communications Specialist

Lead in the development of LMU communications plan and support implementation of the communications plan for PNGLMU in close collaboration with the LMU Communications Officer and key stakeholders.

- Draft, review, and disseminate written publicity and promotional materials for the Labour Mobility Program in PNG, including social media content, media releases, speeches, and correspondence to inform activity progress and identify emerging issues and report to project team including content on community consultations.
- Work closely with key stakeholders and build relationships to support external communications across the project, including identifying the need for publications and promotional materials, and preparing as appropriate.



- Monitor media (especially print coverage) and undertake research to identify and report on potential issues, advice key stakeholders, and highlight media coverage for the PNG Labour Mobility Unit.
- Develop and maintain comprehensive communication networks within DOT/LMU and Regional Recruitment Hubs and with other partner organizations and stakeholders, including media, government agencies, CSO/CBO Institutions, and other communications contacts.
- Contribute to the improvement of quality, efficiency and coverage of LMU's communications, outreach and awareness raising activities, including delivery of WFPP, and identify efficient ways of engaging with potential workers and their families.
- Coordinate communications-related activities and outputs produced under the project.
- Working closely with the LMU Social Risk and Welfare Officer, OH&S Specialist and Gender Based Violence Specialist, design and disseminate behavioral change communications related to prevention of family and workplace gender-based violence and other antisocial behaviour.
- Contribute to strengthening Regional Recruitment Hubs capacity to do outreach and mobilization of workers.
- Monitor and coordinate the LMU communications platform and share key program information with key partners and stakeholders in PNG.
- Manage production and distribution of audio-visual and other communications related products featuring Labour Mobility services, results and impact.
- Provide support with program and event briefs for ministerial and high-level project site visits including World Bank project missions, such as implementation support missions, high-level briefs and bi-annual reporting.
- The Communications Specialist will assist the LMU Communications officer to prepare all project related materials for publicity and have on the LMU website and the linked platforms such as Facebook, Instagram and Twitter, etc.

4. Work Arrangements

This position is located in Port Moresby. The successful applicant will be offered a 2 year contract which includes a 6 month's probation with the possibility of extension contingent on good performance.

The Communications Specialist will report directly to the Project Manager.

The Communications Specialist is required to follow the Department of Treasury's standard working hours, but depending on business needs, may be requested to work extended hours. This role may require travel to target provinces and districts across Papua New Guinea or overseas.

Facilities and services to be provided by the DOT-PNGLMU/PMU

- The PNGLMU/PMU will provide the Communications Specialist with the Project Operational Manual and all existing reports and materials related to the PNGLMU.
- The PNGLMU/PMU will provide office space, including office furniture, access to IT equipment, stationery, internet, communications and all related utilities.



5. ***Selection Criteria***

General Competencies

- Ability to deal sensitively in multi-cultural environments and build effective business relationships with clients and colleagues
- Strong oral and written communication skills and persuasiveness in presenting, discussing and resolving difficult issues
- Ability to identify complex issues and to respond and handle accordingly; does not add unnecessary complexity to tasks or projects
- Ability to function effectively in multi-disciplinary teams within a matrix management environment

Required Knowledge and Experience

- At least 7 years of experience in media and communications (including social media, journalism, strategic communications etc.).
- Experience in developing and supporting implementation of communications strategies for projects/programs/organizations.
- Experience of PNG Labour Migration or Social Development Communications as well as Stakeholder Engagement.
- Experience of developing communications capacity of teams/organization.
- Strong record of managing social media for programs/organizations.
- Excellent written and verbal English communication skills.
- Full proficiency in Microsoft Office applications.
- Demonstrated ability to work in a multicultural environment and establish relationships with government and non-government stakeholders.

Required Qualifications:

- Tertiary-level qualifications or equivalent knowledge/professional background and expertise in media and communications.
- Postgraduate degree in a relevant discipline (e.g. communications studies, public relations, social sciences, international development, or other related fields).

Desirable Knowledge and Experience:

- Experience in the PNG Labour, Migration and Livelihoods Sector would be an advantage.
- The ability to speak, read and write in both English and Tok-Pisin would be an advantage.
- Technical skills in SEO knowledge, content strategy development, a Content Management System (CMS) would be an advantage.
- Technical skills in photography and videography would be an advantage.

Desirable Skills/Knowledge/Competencies

- Excellent technical skills in photography and videography would be an advantage.



Attributes:

- Strong writing and editing abilities, and analytics interpretation.
- Ability to research and target the appropriate audience.
- Ability to work in a multicultural environment and establish relationships with government and non-government stakeholders.
- Ability to identify complex issues and to respond and handle accordingly.
- Ability to function effectively in multi-disciplinary teams within a matrix management environment.