



## PAPUA NEW GUINEA PUBLIC SERVICE

### JOB DESCRIPTION

#### 1.0 IDENTIFICATION

<b>AGENCY:</b> Department of Information and Communication Technology	<b>SYS. POSN. NO:</b> 580000030	<b>REF. NO:</b> ICIO.51
<b>WING:</b> Information Coordination and Dissemination	<b>DESIGNATION/CLASSIFICATION:</b> Snr Media Content Officer Gr.14	
<b>DIVISION:</b> Media and Content Dissemination	<b>LOCAL DESIGNATION:</b> Snr Media Content Officer	
<b>BRANCH:</b> Media Content Branch	<b>REPORTING TO:</b> Manager Information Dissemination	<b>SYS. POS. NO:</b> ICIO.40
<b>SECTION:</b>	<b>LOCATION:</b> Waigani	

#### HISTORY OF POSITION

FILE REF.	DATE OF VARIATION	DETAILS
Org:	01/08/20	Created as per the restructure of the Department.

#### 2.0 PURPOSE

The Snr Media Content Officer is responsible for designing and implementing media content plans that ensure government messaging is effectively crafted, tailored, and distributed across relevant platforms. This role plays a crucial part in aligning content with national communication priorities, optimizing content for various audiences, and ensuring a consistent and compelling narrative that upholds transparency, engages the public, and promotes government initiatives.

#### 3.0 DIMENSIONS

FINANCE	NO.OF STAFF SUPERVISED	OTHER RESOURCES
Annual Branch budget plan	Direct: 0 Indirect: SOS	All Branch assets

#### 4.0 PRINCIPAL ACCOUNTABILITIES

- 4.1 Assist the Manager to Design and implement comprehensive media content strategies that align with government communication objectives and national priorities. Ensure content effectively conveys key government messages and engages a wide range of audiences.
- 4.2 Adapt content for various platforms (print, digital, social media, broadcast) and target audiences, ensuring each message is optimized for maximum impact and engagement.
- 4.3 Maintain consistency in the tone, style, and messaging across all media content to ensure a unified narrative that supports transparency and fosters public trust in government initiatives.

- 4.4 Ensure the seamless integration of media content across traditional and digital platforms, aligning strategies to maximize reach, engagement, and influence on target audiences.
- 4.5 Assist the Manager to work closely with other government departments, media outlets, and content creators to ensure alignment in content production, distribution, and messaging to achieve broader communication goals.
- 4.6 Closely work with immediate supervisor to develop and implement strategies that drive public engagement, promoting active participation in government initiatives and enhancing the visibility of critical national programs.
- 4.7 Regularly assess the performance of media content strategies and adjust them based on audience feedback, media analytics, and public sentiment to ensure continuous improvement and relevance of government messaging.

## **5.0 MAJOR DUTIES**

- 5.1 Create detailed media content strategies that align with government communication objectives and national priorities, ensuring a cohesive and unified narrative across platforms.
- 5.2 Adapt government messages for various target audiences, ensuring the content is engaging, clear, and effective in communicating key government initiatives and policies.
- 5.3 Customize and optimize media content for distribution across various platforms (social media, print, television, online, radio) to maximize audience engagement and impact.
- 5.4 Assist the Manager in the consistency of messaging across all media content, ensuring it adheres to the government's communication policies and promotes transparency and public trust.
- 5.5 Work closely with other departments, agencies, and external partners to develop and distribute content that aligns with national communication goals and government priorities.
- 5.6 Assist in editorial calendars to ensure timely delivery of content in alignment with important government events, policy announcements, and public interest topics.
- 5.7 Keep abreast of emerging trends in media, communication, and technology to ensure content strategies remain relevant and effective in reaching target audiences.
- 5.8 Ensure that all media content complies with relevant legal, ethical, and regulatory guidelines, upholding the integrity of government messaging.
- 5.9 Use analytics tools and feedback to monitor the performance of media content, evaluating its reach, engagement, and public reception.
- 5.10 Based on performance metrics, refine and adjust content strategies to improve effectiveness and audience engagement.
- 5.11 Assist the Manager in managing public feedback and address concerns related to media content, ensuring that government communication remains transparent and responsive to public needs.
- 5.12 Assist the media content creators, ensuring high standards of quality, creativity, and alignment with the government's communication objectives. Guide junior team members in content strategy and production processes.

- 5.13 Assist the Manager to represent the Department at various meetings, conferences and forums.
- 5.14 Undertake other duties as directed by the Manager Information Dissemination

## 6.0 NATURE AND SCOPE

The Snr Media Content Officer plays a critical role in the design, development, and execution of media content strategies that align with the government's communication objectives. This position is integral to shaping how government messages are crafted, tailored, and distributed across various media platforms, ensuring that content resonates with the public and supports transparency, engagement, and understanding of government policies and initiatives.

- create content strategies that support national objectives and government priorities. The manager must ensure that media content effectively conveys government messages, fosters public engagement, and builds trust in government communications.
- collaboration with various stakeholders, including government agencies, media teams, and external partners, is essential. The manager will be expected to coordinate with internal departments to align messaging and ensure consistency across all communication channels.
- oversees the creative aspects of media content production. This includes ensuring content is visually appealing, clear, and concise while maintaining the integrity of the government's message. Creativity and innovation are essential to develop content that can engage diverse audiences.
- given the broad range of communication platforms (social media, print, TV, radio, digital), the manager needs to be skilled in the creation of multimedia content and adapt messages across formats. This includes overseeing the production of video, articles, social media posts, reports, and infographics.
- optimization of content for various platforms and target audiences. The manager is expected to be well-versed in digital trends, analytics, and audience engagement metrics to adjust content strategies effectively.
- encompasses the hands-on execution of content distribution plans. This includes overseeing the timely creation, approval, and distribution of media content across all platforms, ensuring that deadlines are met and quality standards are maintained.
- continuous monitoring of content performance is key. The manager evaluates media content's reach and impact, using performance metrics (engagement rates, views, shares, etc.) to measure success and refine strategies for future content production.
- ensuring the content is engaging for the public and promotes open dialogue between government and citizens. The role requires responding to public feedback and ensuring content fosters transparency and trust.
- ensuring all content complies with legal, ethical, and regulatory standards. This includes adhering to national guidelines, policies, and any external regulatory requirements for media and communications.

## 6.1 WORKING RELATIONSHIP

### Internal

- Consult with the Executive Manager Media and Content Dissemination on government media production matters
- Consult with Executive Managers and other Branch Managers on staff and related matters.
- Consult with Branch staff on digital government and coordination matters.

**External**

- Assist the Manager to liaise with all government agencies requesting support and resources for government media and content dissemination.
- Assist the Manager to liaise with industry partners, and government agencies on government media and content dissemination issues.
- Assist the Manager to liaise with relevant international development partners and other stakeholders on Digital Government programs and projects.

**6.2 WORK ENVIRONMENT**

- This is a professional and technical job and requires a person with significant experience and background in all facets of ICT Sector development and Digital Transformation.

**7.0 CONSTRAINTS FRAMEWORK AND BOUNDARIES****7.1 Rules and Procedures**

The incumbent is guided by:

- The Department Corporate Plan, Management Plan and various Management directives of the Department
- Medium Term Development Plans (MTDP) IV
- Various legislations including Digital Government Act 2022, ICT Regulations, Public Service General Orders 2014, Public Service (Management) Act 2014, Public Finance (Management) Act, and industry regulations

**7.2 Decision**

- Set priorities and targets for the Branch
- Work plans and procedures
- Staff performance appraisal, recruitment, training and development
- Conflict management and resolution.

**7.3 Recommendation**

- ICT Sector coordination and digital transformation initiatives, projects and programs.
- New or revised work plans and activities.
- Work ethics and best practices.

**8.0 CHALLENGES**

- Work culture, values and ethics.
- Lack of staff capacity and resources.
- Lack of team work and participation.
- Recruitment and retention of staff.
- New ICT initiatives and Digital Government Transformation.

**9.0 QUALIFICATIONS, EXPERIENCES AND SKILLS****9.1 Qualifications**

Must possess a bachelor's degree in information technology, public policy management, change management, digital transformation or an appropriate discipline from a recognized university. Or a Diploma in Journalism with proven work experience.

## 9.2 Knowledge

- Conversant with ICT and Digital Transformation practices, policies and strategies and developments.
- Thorough knowledge of the Government policy implementation framework, national development plans including MTDP IV.
- Conversant with the Digital Government Act and ICT Regulations and appropriate public service laws and regulations.

## 9.3 Skills

- Must be a learner and well versed in the role and ability in managing and coordinating digital forensic initiatives.
- Excellent oral and written communication skills
- Demonstrated interpersonal ability to build and sustain collaborative relationships with staff at all levels of the organization, clients and stakeholders.
- Possess negotiation and analytical skills in conducting dialogue and reaching mutual beneficial outcomes with stakeholders.
- Demonstrates public service professionalism and probity.
- Maintains good image of the Department.
- Computer literacy in appropriate software applications.

## 9.4 Work Experience

Minimum of 3 years relevant work experience at a supervisory level or equivalent in large government agencies or private sector with a significant background and proven track record in managing and implementing similar programs as per the role