

Terms of Reference

Regional Project Management Unit

Arafura and Timor Seas Ecosystem Action Phase 2 (ATSEA 2)

Reference	:	VA-2020-16
Title	:	Social Media Assistant
Duty station	:	RPMU office, Bali
Section/Unit	:	Regional Project Management Unit, managed by PEMSEA
Position type	:	Local recruitment, full time
Duration	:	3 months contract with the possibility of further extension subject to satisfactory performance

1. Background

The Arafura and Timor Seas (ATS) is part of the North Australian Shelf large marine ecosystem (LME), which is a tropical sea lying between the Pacific and Indian Oceans and extending from the Timor Sea to the Torres Strait and including the Arafura Sea and Gulf of Carpentaria. The region is adjacent to the Coral Triangle¹, which hosts the world's highest marine biodiversity and contains some of the most pristine and highly threatened coastal and marine ecosystems. At the regional scale, the ecosystems of the ATS play an important economic and ecological role in the littoral nations bordering the Arafura and Timor Sea: Indonesia, Timor-Leste, Australia, and Papua New Guinea.

The ATSEA-2 project is the second phase of the GEF-financed, UNDP-supported ATSEA program, and is designed to enhance regional collaboration and coordination in the Arafura and Timor Seas (ATS) region. ATSEA-2 will specifically focus on supporting the implementation of the endorsed strategic action program (SAP), a 10-year vision for the Arafura-Timor Seas with the long-term objective “to promote sustainable development of the Arafura-Timor Seas region to improve the quality of life of its inhabitants through restoration, conservation and sustainable management of marine-coastal ecosystems”. The GEF alternative establishes a regional governance mechanism that strengthens the enabling policies and capacities of institutions and individuals, including the integration of Papua New Guinea, resulting in a sustained transboundary response to over-exploited fisheries and increased pressures on the globally significant biodiversity in the ATS region, including the impacts of climate change. Integrated approaches are designed to incentivize local communities to more sustainably use coastal and marine resources, enhancing their own livelihoods while safeguarding the ecosystem goods and services that are the backbone of their socio-economic well-being.

The Social Media Manager will support the work of the Regional Project Management Unit (RPMU) specifically for providing assistance in developing, planning and implementing ATSEA-2's social media strategy specifically relating to updating and developing campaign for ATSEA's social media platforms including but not limited to: Facebook, Instagram, Twitter, (Youtube), to ensure that end-users are updated and informed on the latest activities related to the ATSEA-2 programme.

¹ The Coral Triangle is a marine area located in the western Pacific Ocean, and including the waters of Indonesia, Malaysia, the Philippines, Papua New Guinea, Timor-Leste and Solomon Islands.

2. Duties and Responsibilities

Under the supervision of the Regional Project Manager (RPM) and support of the Communications and Knowledge Management Specialist, the Social Media Assistant will:

- 1) Assist the Communications department in the implementation of project activities related to social media;
- 2) Support the planning and production of communications materials for social media platforms;
- 3) Updating content on social media platforms;
- 4) Build community trust on social media;
- 5) Support the strategic development of community growth;
- 6) Perform any other functions as required by the RPM and Communications department.

3. Competencies

Education:	Bachelor Degree in communications, journalism, marketing, or related discipline.
Experience:	No previous professional experience needed, although proven related school/academic projects a plus.
Languages:	Fluency in English, with effective oral and written communication skills (Proficiency in Bahasa Indonesia, Tetum, and/or Tok Pisin a plus).
IT Skills	Proficiency in the use of various software applications, including but not limited to: MS Office, Adobe Photoshop, Adobe Illustrator, Adobe InDesign. Adequate knowledge and practical experience in handling web-based management systems with strong IT background are desirable
Other Desirable Skills:	Self-starting, independent and responsible personality. Ability to think and work logically and work precisely with attention to detail. Ability to work harmoniously with staff members of different national and cultural backgrounds

4. Submission of Application

Qualified candidates may submit their application together with complete Curriculum Vitae to the Recruitment Officer, via email to infoatsea2@pemsea.org with copy to recruitment@pemsea.org. Kindly indicate the vacancy reference number and post title when applying (in the subject line) by email. The deadline for submission of application is November 7, 2020