
Position Description

Vacancy Title: **Strategic Communication & Public Relations Coordinator**

Location:

Reports To: **None**

Objective

The Strategic Communication & Public Relations Coordinator is responsible for leading and coordinating strategic communication, public relations, media engagement, and brand visibility initiatives that support the Pacific Disability Forum's One PDF approach. The role ensures that the organisation's priorities, achievements, advocacy efforts, and impact are communicated effectively to member Organisations of Persons with Disabilities (OPDs), partners, donors, governments, media, and the wider community. Working across all strategic priorities, the role develops accessible and inclusive communication products, strengthens stakeholder engagement, promotes disability rights and inclusion, manages media relationships, and safeguards the organisation's reputation. The role also ensures that communication activities align with organisational objectives, advocacy priorities, accessibility standards, and Pacific regional contexts, contributing to increased awareness, influence, and stakeholder confidence in PDF's work.

Outcomes

Organisational Stakeholders

1. Develop Communications Calendar and Messaging

Strategic communication plans, messaging, and communication schedules are developed and implemented to support organisational priorities, stakeholder engagement, and advocacy objectives.

- Communication calendars are developed, maintained, and implemented in alignment with organisational priorities.
 - Key messages are prepared, reviewed, and communicated consistently across communication channels.
 - Communication activities are coordinated with relevant stakeholders and business units.
 - Campaign schedules, content plans, and communication priorities are documented and monitored.
 - Communication outputs are delivered within agreed timeframes.
 - Progress and results are documented against annual workplans and organisational objectives.
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2. Produce Accessible Digital and Print Content

Accessible, high-quality, and consistent communication materials are produced and distributed to enhance stakeholder awareness, engagement, and understanding of organisational initiatives.

- Digital and print communication materials are developed and published in accessible formats.
 - Website, social media, newsletters, reports, and promotional materials are maintained and updated regularly.
 - Accessibility standards and organisational branding requirements are applied consistently.
 - Content quality, accuracy, and relevance are reviewed prior to publication.
 - Communication products are archived and maintained appropriately.
 - Delivery of communication outputs is documented and reported.
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3. Manage Media Relationships and Approvals

Professional and productive relationships with media organisations are maintained, ensuring accurate representation of organisational priorities and effective management of media engagement activities.

- Media enquiries are coordinated and responded to in accordance with approved processes.
 - Media releases, statements, and briefing materials are prepared and approved prior to distribution.
 - Media contact databases and engagement records are maintained.
 - Media opportunities are identified and coordinated to promote organisational visibility.
 - Communication approvals are obtained in accordance with organisational protocols.
 - Media engagement activities and outcomes are documented and reported.
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4. Document and Share OPD Achievements

The achievements, experiences, and impact of member Organisations of Persons with Disabilities (OPDs) are documented, promoted, and shared to strengthen visibility, advocacy, learning, and stakeholder engagement.

- Success stories, case studies, profiles, and impact stories are collected and documented.
 - Member achievements and organisational outcomes are communicated through approved channels.
 - Communication materials highlighting OPD contributions are produced and disseminated.
 - Stakeholder feedback and engagement relating to published content are monitored.
 - Records and evidence of communication activities are maintained.
 - Progress against communication objectives and organisational priorities is documented and reported.
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5. Coordinate Advocacy Campaign Communications

Advocacy communication activities are coordinated effectively to support disability rights, inclusion, policy influence, and stakeholder awareness across the Pacific region.

- Advocacy communication plans and campaign materials are developed and implemented.
- Stakeholders are engaged and informed through coordinated communication activities.
- Advocacy messages are communicated consistently across approved channels.
- Campaign communication outputs are delivered within agreed timeframes.
- Campaign engagement, reach, and participation data are collected and reported.
- Communication activities supporting advocacy objectives are documented and evaluated.

6. Monitor Reputational Risks and Communication Performance

Communication performance and organisational reputation are monitored to support continuous improvement, risk management, and informed decision-making.

- Media coverage, stakeholder feedback, and communication performance metrics are monitored and analysed.
- Communication reports and performance data are prepared and submitted within agreed timeframes.
- Reputational risks and communication issues are identified, documented, and escalated appropriately.
- Social media, digital engagement, and communication analytics are monitored and evaluated.
- Improvement opportunities are identified and incorporated into communication planning.
- Records supporting communication performance and risk management activities are maintained.

Responsibilities - Key Competencies

Competence	Description
Business	
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Documentation	Communicate using formal business writing.
Communication	Exchange information through verbal communication
Customer	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.
Organisational Values	Display the organisation's image and value standards.
Social and Cultural Awareness	Respond respectfully and effectively to people of different cultural and social backgrounds.
People	
Self-Management	Manage your priorities and objectives efficiently and effectively
Professional	
Technical Strength	Demonstrate knowledge of a specialist discipline.
Technology Application	Apply technology.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Communications, public relations or equivalent	

Work Knowledge and Experience

Bachelor's degree in Communications, Public Relations, Journalism, Media Studies, Marketing, International Development, or a related field.

Minimum 3-5 years' experience in strategic communications, public relations, media relations, or advocacy communications.

Experience managing communication campaigns, digital platforms, and stakeholder engagement activities.

Experience working with NGOs, regional organisations, disability inclusion programmes, or development partners is desirable.

Demonstrated experience producing high-quality written and visual communication materials.

Strong understanding of disability rights, the CRPD, and inclusive communication principles.

Excellent writing, editing, storytelling, and content development skills

Strong media engagement and public relations capabilities.

Requirements

Other Required Statements

No other required statements found.

Interactions

Type	Interaction	Comments
Internal		
	Chief Executive Officer	
	Senior Manager Influence, Advocacy & Enablement; colleagues across all three strategic priorities; CEO and Board through approved channels	
	Program Manager	
	Finance and Corporate Services Team	
	Regional offices	
External		
	Board Members	
	Government Ministries	
	Media Outlets	
	Consultants	

Attributes

Behavioural Styles

Detail oriented	Attends to the small elements of a task/activity, ensuring completeness and accuracy.
Energetic	Constantly active and driven to put in effort. Works hard to promote an enterprise.
Innovative	Devises new and creative ways to do things comes up with original ideas.

Interpersonal Styles

Consensus seeker	Works to achieve group solidarity and general agreement and harmony.
Extrovert	Outgoing and showing interest in events going on around them, particularly people, new experiences and changing situations.
Realistic	Shows concern for facts and reality, rejecting the impractical.

Thinking Styles

Analytic	Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
Concrete thinker	Focuses on the tangible experiences of actual things or events.
Flexible / Adaptable	Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions

How To Apply

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Contact for Enquiries

Contact Name: Elizabeth Cama

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Further Contact Information: --

Closing Date: 08 Nov 2026