

SPCA Terms of Reference – Public Relations and Advocacy

The Need:

SPCA Fiji Islands seeks to run a public education and advocacy programme targeting specific audiences on animal welfare and responsible pet ownership. The programme draws on information from SPCA's dog population survey and other experiences. SPCA has also identified the need for strong public relations to encourage pet owners to access veterinary services. A part-time officer with appropriate and relevant skills and experience is sought.

Knowledge, Experience and Skills:

- At least two years of work experience related to advocacy, marketing and behaviour change or as an educator in a local or international NGO, charity or in the private or public sector.
- Familiarity with use and application of social media and other digital marketing media.
- Must be able to communicate clearly verbally and in writing – the work will require working with a team.
- Strong organisational and networking/"people" skills.
- Dynamic self-starter; highly motivated, comfortable in taking initiative and able to work with minimum supervision.
- Creative approach to communications, including the ability to conceptualise and develop visual media products (photo journalism, short films).
- Excellent photography and digital editing skills (or ability to work with volunteers with these skills).
- Ability to write creatively and succinctly (e.g. for web).
- Good knowledge of and strong interest in animal welfare issues.
- Fluency in I-Taukei and/or Hindustani would be a distinct advantage.

Deliverables:

1. Implement the SPCA communication plan aimed at promoting responsible pet ownership (including licensing, desexing, vaccinations) and sensitising public on the various aspects of animal welfare, cruelty and neglect. The plan also aims to promote public understanding of the scope and limits of SPCA. This will also require the following inputs:
 - a. Liaise with local media houses and advertising providers to secure long term "promotional" programmes.
 - b. Identifies low/no-cost options for promoting these messages through traditional and digital platforms. Update and manage content of SPCA Fiji Islands website (Wix Platform)
 - c. Edit and design existing material for web publication and/or print
 - d. Photography and film
 - e. Organising schools/business office visits (to SPCA), public talks and media interviews (with clinic and shelter staff), etc.
2. Help promote and coordinate the SPCA Volunteer and Pet Training programme.

Remuneration: a total of \$12,000 is budgeted for this activity and part-time input only is expected over a 6-8 month period.

To apply: Qualified candidates should submit their proposal via email together with a cover letter, CV and three referees to spcaec@connect.com.fj. Handwritten submissions will not be accepted.

Deadline for applications: 20 December 2022.