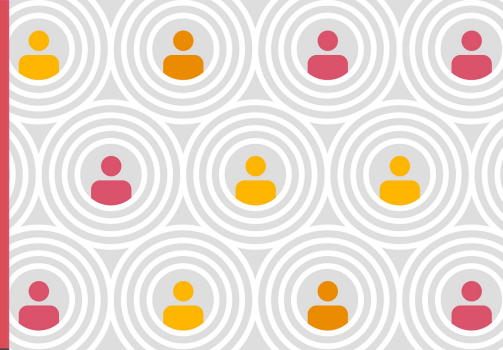


Make a difference through purpose-led work.

Be a part of The New Equation.

www.pwc.com/pg/careers



PwC Careers

Join our community of solvers working to drive long-lasting positive outcomes. Let's create an impact together.

We invite you to apply for the following opportunity based in Port Moresby:

Digital and Media Lead

Joining our Advisory Services team, the Digital and Media Lead will be project-based and seconded on a full-time basis to the COVID-19 Vaccine Taskforce (Taskforce) to support the COVID-19 vaccine delivery in Papua New Guinea.

The Digital and Media Lead is responsible for working with government and partners to coordinate the development and execution of the Digital and Media strategy, to increase the reach of key messages across all media and communication channels. The role involves working in conjunction with partners to build a robust and coordinated social listening and media strategy, coordinating mass media investment to ensure economies of scale and alignment of messaging. As well, supporting the Executive Director as needed in proactive and reactive crisis issues management and risk mitigation, and the Taskforce departments to deliver on all aspects of media relations, underpinning each of the activities within the Taskforce operational blueprint.

The Digital and Media Lead's key responsibilities include:

- coordinating the development and execution of COVID-19 vaccination digital, mass and media relations strategy working with government and partners to increase breadth, depth and reach of key messages across channels, including strengthening social listening capacity and systems
- coordinating the development and execution of social and mass media plans with technical and creative services partners from the World Health Organisation (WHO), UNICEF and others to ensure investments and efforts have maximum impact, engagement and reach
- coordinating the development of the official 'Sleeves Up' website including the development of expression of interest, selection and engagement with the successful supplier, to ensure a robust digital presence with content and functionality that meets the needs of consumers and key stakeholders
- coordinating and managing the Taskforce national press conferences, regular television commercial 'Q&A hosted information' panels, talk back radio, editorial with relevant media ensuring alignment to overall priority messages that increase confidence and demand in vaccines
- developing the crisis issues management component of the Risk Mitigation Framework, monitor and activate as needed
- attending and contributing to the Technical Advisory Sub-groups under the Taskforce and ensuring team requirements for programmatic reports are met according to the Monitoring and Evaluation (M&E) reporting schedule provided
- developing standard operating procedures and document processes to support ongoing and sustainable outcomes for all key responsibility areas.

The ideal candidate for the position must at a minimum possess the following:

- at least six years' experience in senior media relations or public affairs role in media, government or the health sector within PNG that require engagement with senior leadership roles - experience in working with the provincial and district level governments and service providers is an advantage
- extensive network in national and provincial mass media networks in government and health sectors
- familiarity with relevant government and development partner media relation protocols, and crisis issues communication
- experience with social media, digital content creation and editing softwares
- experience in networking, influencing and managing relationships with key partners and stakeholders
- ability to lead programs that involve working with research and managing sensitive, time critical information for internal and public facing audiences
- strong verbal and written skills, and an effective communicator
- willingness to work above and beyond the call of duty.

PwC is Papua New Guinea's leading professional services firm. We offer in return a competitive salary package, commensurate with experience, and an environment that encourages you to do meaningful work and make an impact.

Send your application

Suitably qualified and interested candidates are to submit your curriculum vitae and a cover letter addressing your skills and experience against the above criteria. Please attention your application to Jennifer Lee.

Only shortlisted applicants will be contacted for interviews.

All applications can be submitted through:

- email: pg_taskforcefundmanager@pwc.com
- post or hand delivery to: PricewaterhouseCoopers, Level 6, PwC Haus, Harbour City, P.O Box 484, Port Moresby, NCD, Papua New Guinea.

Applications close Wednesday, 17 August 2022.