

Position Description

Title	Public Relations & Communications Officer
Location	Port Moresby, PNG
Reports to	Manager – Public Relations & Communication
Department	Public Relations & Communication
Direct reports	Nil
Purpose	The Public Relations & Communication Officer is responsible for supporting the Chamber's communication, media, and public relations activities. The role focuses on promoting the Chamber's image, strengthening stakeholder engagement, maintaining communication platforms, and supporting events and membership growth initiatives.
Key Relationships	• Chamber Councillors • Chamber Members • Conference Committee • Other peak industry bodies • Key stakeholders • Public Relations & Communications Division • Member Services Divisions • Research and Policy Division • Event service providers • Conference contractors
Core Competencies	The successful candidate will demonstrate strong written and verbal communication skills, sound media and stakeholder engagement capability, strong organisational skills, attention to detail, and the ability to work collaboratively across teams.
Budget	PGK40,000 – K50,000.00
Key Performance Indicators	• Brand compliance standards met. • Timely delivery of creative outputs. • Stakeholder satisfaction with creative services. • Quality and effectiveness of visual content. • Growth in engagement achieved through visual campaigns.

Key result areas	Responsibilities
Communications & Media	• Implement the Chamber's Annual Communication, Media, and Public Relations Plan. • Develop and deliver effective communication and public relations activities, including media releases, newsletters, and advertisements. • Maintain and regularly update the organisation's website and social media platforms, ensuring timely daily, weekly, and monthly content updates. • Maintain and enhance the Chamber's reputation among members, government agencies, and wider stakeholders through the timely production of communication materials and community engagement initiatives, including events and promotions. • Monitor Chamber and industry media coverage on a day-to-day basis and compile press clippings for internal distribution and, where required, external use. • Research and collate relevant industry data for reporting and communication purposes. • Promote and support the Chamber's membership strategy, with a focus on attracting new members.
Brand Management Support	• Apply organizational brand standards. • Monitor brand compliance. • Maintain brand templates and design assets. • Assist in brand refresh and brand enhancement projects
Photography	• Capture professional photographs for: ◦ Events ◦ Corporate activities ◦ Executives ◦ Community engagement initiatives ◦ Project documentation • Edit and archive photographic assets.
Social Media Content Design	• Develop creative assets for digital campaigns. • Design platform-specific content. • Produce short-form visual content optimized for engagement

Event Support	• Design: ◦ Event branding ◦ Signage ◦ Backdrops ◦ Exhibition displays ◦ Promotional materials • Provide multimedia support during events.
Asset Management	• Maintain a centralized digital asset library. • Store and catalogue: ◦ Logos ◦ Images ◦ Videos ◦ Templates • Design files
Other	Other Projects as Delegated by Management • Provide support to other divisions across the Chamber with event-related, administrative, or coordination tasks as required. • Assist with additional projects and responsibilities assigned by management. • Maintain organised documentation, templates, and processes to support overall operational efficiency. • Support exhibitor, sponsor, and contractor coordination for larger events when needed.
Qualifications	Tertiary qualification required; a degree in Communication, Public Relations, Journalism, or a related field is preferred.
Knowledge & Experience Essential Desirable	• Minimum 3-5 years relevant work experience in communications. • Experience in photography and videography. • Experience in Journalism and Content Writing • Digital Marketing Skills • Corporate communications environment experience. • Event production experience

Technical Skills & Tools	
Design Software	• Adobe Photoshop • Adobe Illustrator • Adobe InDesign
Video Tools	• Adobe Premiere Pro • Adobe After Effects • DaVinci Resolve • CapCut
Photography Equipment	• DSLR Cameras • Mirrorless Cameras • Professional Lighting Equipment
Digital Platforms (IT Skills)	• Canva Pro • Adobe Creative Cloud • Digital Marketing