**TERMS OF REFERENCE**

**Short-Term Consultancy – Communication Specialist**

**Background**

The Oceania Customs Organisation (OCO) has 23 independent, self-governing territories Customs jurisdictions in the Pacific. Established in 1986, its mandate is to promote effectiveness and efficiency of Customs administrations in the harmonization and simplification of Customs procedures, facilitation of trade, law enforcement, and building the capacity of members to meet the development objectives of their Governments.

**Purpose**

The purpose of this Consultancy is to plan and produce consistent and effective messaging on the OCO and OCO operation activities to the public and other external stakeholders. Furthermore, it includes the development of selected communication materials, including newsletter/bulletins, media kits, fact sheets, brochures, training material, and graphic work.

**Responsibilities & Outputs**

The Communications Specialist will be under the direct supervision of the Head of Secretariat. They will help in strengthening of visibility of OCO, and its programs, including other projects and initiatives through effective and innovative communications with stakeholders and the media. The Specialist will work closely with other members of the OCO team and will contribute to the development of the technical capacity within OCO and to ensure visibility of other projects.

The Communications Specialist’s principal responsibilities and key outputs will include the

following:

* Draft a communication and outreach strategy for the OCO Secretariat, including outreach tools, primary communication partners, and budget.
* Plan and deliver consistent and effective messaging on the OCO activities to the public and other external stakeholders.
* Coordinate and oversee the development of the OCO Newsletter, Infographics, and key messages in social media.
* Edit and upgrade the OCO website in terms of design, and content and raise the public awareness of the site.
* Assist in reviewing and refining the content and usability of the OCO website
* Prepare content for the OCO website ensuring consistency of the materials.
* Perform such other tasks and responsibilities as may be required including speech writing and public relations work for the OCO.

**b) Other duties**

I. Other duties delegated by the Head of Secretariat and Operations Manager

The consultancy will be for a maximum of 2 working days per week for 6 months.