



## PAPUA NEW GUINEA PUBLIC SERVICE

### JOB DESCRIPTION

#### 1.0 IDENTIFICATION

<b>AGENCY:</b> Department of Information and Communication Technology	<b>SYS. POSN. NO:</b> 580000072	<b>REF. NO:</b> ICIO.39
<b>WING:</b> Information Coordination and Dissemination	<b>DESIGNATION/CLASSIFICATION:</b> Executive Manager – Information Dissemination & Cyber Safety	
<b>DIVISION:</b> Information Dissemination	<b>LOCAL DESIGNATION:</b> Executive Manager – Information Dissemination & Cyber Safety	
<b>BRANCH:</b> Information Dissemination	<b>REPORTING TO:</b> Deputy Secretary – Digital Government & Information Delivery - ICDT.73	<b>SYS. POS. NO: REF. NO:</b>
<b>SECTION:</b> Information Dissemination	<b>LOCATION:</b> Waigani	

#### HISTORY OF POSITION

FILE REF.	DATE OF VARIATION	DETAILS
Org:	07/11/24	Created as per restructure of the Department.

#### 2.0 PURPOSE

The Executive Manager of Information Dissemination & Cyber Safety is responsible for the strategic planning and execution of government media distribution to ensure the public receives timely, accurate, and accessible information on national developments. He or she is also responsible to oversee the creation, quality control, and alignment of government-produced media content with national objectives.

This role ensures that all media output, from written content to visual and audio materials, meets the highest standards and accurately represents government initiatives and priorities. This role is focused on maximizing the reach and impact of government messages through coordinated use of traditional and digital media platforms, as well as ensuring a cohesive narrative that supports transparency and public trust.

The Executive Manager also plays a critical role in monitoring media impact, adapting distribution strategies, and countering misinformation to foster an informed public dialogue. The EM is also responsible for any cyber related duties/issues that may arise in the use of information dissemination.

#### 3.0 DIMENSIONS

Financial: Division annual budget	Total Staff Supervised: Direct: 3 Indirect: SOS	Other Resources: Capital assets of the Department.
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#### **4.0 PRINCIPAL ACCOUNTABILITIES**

- 4.1 Develop and implement a comprehensive media distribution strategy that ensures timely, accurate, and accessible government communications across both traditional and digital media platforms.
- 4.2 Oversee the creation and execution of strategies aimed at maximizing the reach and impact of government messages, ensuring broad access to information by diverse audiences and aligning content with national priorities.
- 4.3 Ensure that government media content is disseminated efficiently through a coordinated use of traditional (television, radio, print) and digital media (websites, social media, mobile apps), maintaining consistency and alignment with government communication objectives.
- 4.4 Regularly track and assess the effectiveness of media campaigns and distribution strategies, analyzing audience engagement and feedback to optimize future content distribution and improve overall impact.
- 4.5 Lead efforts to identify, respond to, and correct misinformation or disinformation within the media landscape, ensuring that government communications are trusted and credible.
- 4.6 Maintain a cohesive narrative across all media channels, ensuring government messages are consistent, accurate, and aligned with national policy goals, supporting transparency and public trust.
- 4.7 Work closely with other government departments, media organizations, and external partners to coordinate the timely and accurate dissemination of information, ensuring collaboration and alignment with broader national communication strategies.
- 4.8 Ensure the production of high-quality government media content, including written, visual, and audio materials, that accurately reflect government objectives and key messages.
- 4.9 Maintain strict standards for all government media outputs, ensuring consistency, accuracy, and professionalism across all content to uphold the government's credibility and public image.
- 4.10 Collaborate with government departments to align media content with national objectives and priorities, ensuring that all communications support the government's strategic goals.

#### **5.0 MAJOR DUTIES**

- 5.1 Develop and implement comprehensive strategies for the distribution of government media content across traditional and digital platforms to ensure maximum public reach and engagement.
- 5.2 Ensure all media content is aligned with national communication goals and government priorities, ensuring accuracy, clarity, and consistency in messaging.
- 5.3 Collaborate with various government departments and agencies to coordinate the timely and efficient dissemination of media content, ensuring alignment with government objectives.
- 5.4 Oversee the monitoring and analysis of media channels to assess the effectiveness of content distribution and public reception, adapting strategies as needed.
- 5.5 Lead efforts to foster public engagement with government content, ensuring that media campaigns encourage participation and promote transparency in government operations.
- 5.6 Work proactively to identify and address misinformation or disinformation, ensuring the government's messaging remains accurate and trusted by the public.

- 5.7 Assess the impact of media dissemination efforts on public perception, trust, and awareness, using data to refine communication strategies.
- 5.8 Develop and implement strategies for rapid media dissemination during times of national crisis, ensuring that the government's messages are clear, consistent, and calming.
- 5.9 Protect and promote the government's image and reputation through careful media management, ensuring that messaging upholds the integrity of the government.
- 5.10 Oversee the government's presence on social media and other digital platforms, ensuring content is timely, relevant, and engaging to the public.
- 5.11 Build and maintain relationships with media outlets, influencers, and other key stakeholders to ensure effective distribution and amplification of government messages.
- 5.12 Provide regular reports and analysis on the effectiveness of media dissemination activities, including media coverage, public feedback, and social media analytics, to inform future strategies.
- 5.13 Contribute to the development of internal policies, operational plans, business processes and systems to build overall capacity of the Department.
- 5.14 Assist in preparation of the corporate and management plans, PIPs and other projects, the annual management report (AMR), ministerial briefs, statements and reports.
- 5.15 Attend and represent the Department in meetings and fora.
- 5.16 Undertake other duties as directed by the Deputy Secretary.

## **6.0 NATURE AND SCOPE**

The Executive Manager of Information Dissemination & Cyber Safety is a member of the Department executive management team and contributes to;

- Ensure that management decisions are implemented
- Fostering close working relations with other government departments and agencies and provincial administrations in providing accurate information and publications on the roles and functions of the department and its mandate.
- Coordinate dialogue with external stakeholders such as bilateral and multilateral partners development partners in securing technical assistance and aid funding for major ICT development projects and programs
- Assist in preparation of the Department's annual budget , NEC Submissions and planning of special projects
- Contribute to dialogue on major government policies and ICT initiatives through inter-agency forums.
- Build partnership with business, and SMEs to promote digital services in urban and rural areas.
- Promote and maintain the Public Service Code of Ethics and Conduct
- Maintain a safe and conducive work environment inclusive of the COVID-19 (Niupela Pasin) Policy.

This is Public Service Senior National Contract position.

## **6.1 WORKING RELATIONSHIP**

### **Internal**

- Consult with other Executive Mangers on internal operations and administrative matters
- Consult with Deputy Secretary Policy & ET on policy technical matters.

- Consult with other Executive Managers on policy and management issues
- Consult with Branch Managers on policy and management matters.

#### **External**

- Consult with NICTA and other regulatory authorities on ICT matters
- Consult with Finance, Treasury and National Planning & Monitoring on policy matters
- Consult bilateral and multilateral development partners
- Consult government departments, agencies and provincial administrations
- Consult business and citizens on ICT matters.

## **6.2 WORK ENVIRONMENT**

The Executive Manager of Information Dissemination & Cyber Safety is a member of executive management team and contributes to management decision-making for the Department. The incumbent would possess appropriate expertise in corporate affairs, media and public relations with solid experience in the management of large organisation as well as program planning and implementation.

## **7.0 CONSTRAINTS FRAMEWORK AND BOUNDARIES**

### **7.1 Rules and Procedures**

The Executive Manager is guided by the;

- Mandate, internal management and operational policies of the Department,
- Annual recurrent budget of the Division.
- ICT legislations, policies and other relevant government priority development agenda
- Public sector reforms,
- Public Service Code of Ethics and Conduct.

### **7.2 Decision**

- Divisional priorities, goals and objectives.
- Management, operational policies and procedures.
- Strategic review and change management.
- Conflict management and resolution.
- Commitment and expenditure of funds consistent Public Finance (Management) Act.

### **7.3 Recommendation**

- Policy development and review,
- Strategic and operational plans,
- Reforms and change,
- Work ethics and practices,
- Staff capacity building,
- Internal business systems and processes.

## **8.0 CHALLENGES**

- Work culture, values and ethics.
- Negative work practices and behavior.
- Lack of staff capacity and resources.
- Lack of team work and participation.

## **9.0 QUALIFICATIONS, EXPERIENCES AND SKILLS**

### **9.1 Qualifications**

Must possess a bachelor's degree public policy, law and strategy management discipline from a recognized university. Possession of a master's degree is an advantage.

## 9.2 Knowledge

- Possess expertise in government media and content dissemination.
- Possess knowledge of research and analysis, strategic planning, policy planning and implementation.
- Possess expertise in information coordination and dissemination for public information.
- Possess knowledge of research and analysis, strategic planning, policy planning and implementation.
- Conversant with PNG Digital Transformation Policy and Digital Legislation Act and other ICT laws and regulations.
- Familiar with the Vision 2050, MTDP 111 and other Government policies including the 2018 post APEC Digital Commitments.
- Conversant with other relevant laws and regulations including Public Finance (Management) Act, IFMS, Public Service (Management) Act and PS General Orders, relevant PNG.

## 9.3 Skills

- Demonstrated leadership and management ability, with focus on setting strategic priorities to achieve quality results or performance outcomes.
- Excellent oral and written communication skills and articulating complex technical issues.
- Demonstrated interpersonal ability to build and sustains good working relationships with staff internally and key stakeholders.
- Strong negotiation ability in influencing decisions to meet Department's corporate goals and objectives and mutual outcomes with stakeholders.
- Demonstrates public service professionalism and probity in maintaining the good image and reputation of the Department.
- Possess necessary expertise in computer engineering, programming, ICT systems and infrastructure architecture, digital technology applications and networks.

## 9.4 Work Experience

Must possess at least five years of relevant managerial work experience in managing large computer and digital technology networks and infrastructure systems, strategic and program planning and implementation in a major government agency or the private sector.