

Public Diplomacy and Communications Officer – Nuku’alofa – 2025

Agency	Department of Foreign Affairs and Trade
Position number	NK018
Title	Public Diplomacy and Communications Officer
Classification	LE4
Section	Policy and Programs
Reports to (title)	Second Secretary (Political)

About the Department of Foreign Affairs and Trade

The role of the Department of Foreign Affairs and Trade (DFAT) is to advance the interests of Australia and Australians internationally. This involves strengthening Australia’s security, enhancing Australia’s prosperity, delivering an effective and high-quality overseas aid program and helping Australian travellers and Australians overseas. The department provides foreign, trade and development policy advice to the Australian Government. DFAT also works with other Australian government agencies to drive coordination of Australia’s pursuit of global, regional and bilateral interests. The Australian High Commission in Tonga advances these objectives at a national and regional level from Nuku’alofa.

About the position

The Public Diplomacy and Communications Officer is responsible for identifying and delivering well-targeted external communication activities under the direction of the Second Secretary (Political). The position helps grow awareness and understanding of Australia’s partnership with Tonga, including the Australian aid program, police and defence cooperation, and people to people links. The role will monitor Tonga’s media outlets and assist the broader political and economic team by providing research on Tongan political affairs and translating Tongan-language material.

This position can be either part-time (preferred 5 days per week, 5-6 hours per day) or full time (37.5 hours per week).

The key responsibilities of the position include, but are not limited to:

- contribute to the strategy, planning and budgeting of all public diplomacy, communications and social media for the High Commission, with guidance from the Second secretary (Political)
- identify opportunities and put forward creative ideas to promote the Tonga-Australia partnership
- develop and publish compelling public diplomacy content, including photos, info-graphics, videos, press releases and social media content
- manage the High Commission’s social media channels, including Facebook and Twitter.
- respond to comments and messages from the public, in line with key messages and the DFAT social media policy
- lead on building a High Commission culture of actively shaping public sentiment about Australia, including identifying and addressing local rub-points and issues
- actively update the High Commission’s website (technical aspects are done by others)
- collaborate closely with multiple Australian agencies, Australian aid programs and external stakeholders on content, messaging and risk management
- assist with collating, condensing, and distributing a weekly media summary for High Commission staff and Canberra-based officers
- track the success or lessons learned from communications initiatives to ensure continual improvement

- together with the High Commission's events coordinator, help organise outreach and partnership events, including planning functions, developing invitation lists, managing RSVPs, and arranging catering and entertainment
- contribute to DFAT's relationships in Tonga by developing and maintaining strong external relationships with media, development partners and other stakeholders
- support the political team with basic research, translations, and media monitoring, including during staff absences or busy periods.

Qualifications/Experience

- relevant tertiary qualifications and/or experience in a related field such as journalism, communications, or public relations. (Experience in political science or international relations can also be useful)
- high-level written and spoken English-language communication skills, and the ability to liaise with stakeholders and develop networks at all levels
- strong Tongan language skills, including the ability to produce accurate English-language translations, and an understanding of the Tongan social and political environment
- demonstrated ability to produce high-quality content for traditional and social media
- strong organisational, time management and record-keeping skills, including an ability to meet deadlines and deliver on competing priorities while maintaining attention to detail
- demonstrated ability to work as part of a small team
- demonstrated flexibility and willingness to learn new skills and take on new responsibilities.

Desirable additional skills

- A demonstrated ability to produce and edit compelling video content and info-graphics. Basic training can also be provided to the successful applicant on this.