

As an international cooperation enterprise for sustainable development with worldwide operations, the German government owned Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH operates on behalf of German Ministries, the governments of other countries and international clients. GIZ has a record of more than 60 years working in Thailand. The **GIZ Food and Agricultural Cluster** is looking for a Junior Communication Officer who is passionate about selecting the right key messages and building connections, relationships, and networks and believes in the potential of the key message and digital media in creating impact and inspiring positive change.

Junior Communication Officer

A. Background

Thailand is often referred to as the “Kitchen of the World” and has successfully become one of the world’s leading exporters of food. With a rising population worldwide, the demand for agricultural products is continuously rising, which puts pressure on the limited available agricultural land. The GIZ Food and Agriculture Cluster aims to support its partners in carefully and sustainably managing existing resources, whilst increasing productivity of crops such as rice, coffee, fruits and vegetables across Thailand and the region. Existing projects contribute to the sector through providing technical expertise and methods to strengthen value chains, adapt production methods to climate change, and empower small-scale farmers. These best practices and lessons learned are incorporated into national and international strategies.

Further information about the Cluster and its activities can be found under the following link: <http://www.asean-agrifood.org/>

B. Responsibilities

Under the overall authority of Dr. Matthias Bickel, Program Director of the GIZ Agriculture and Food Cluster, and under close consultation and collaboration with the Senior Communication Officer and project units, the incumbent shall:

1. Develop social media strategies for GIZ Agriculture and Food Cluster;
2. Establish and develop social media channels most suitably for GIZ Agriculture and Food Cluster, for example, Facebook, Twitter, Instagram, Flickr, LinkedIn, Pinterest, YouTube, and etc.;
3. Oversee and develop a content calendar for GIZ Agriculture and Food Cluster’s social media channels;
4. Oversee and develop content derived from existing websites and Social Media channels of GIZ and relevant parties as well as create new content with a focus on the right key message and human-interest stories to feed GIZ Agriculture and Food Cluster’s social media channels;

5. Work closely with Senior Communication Officer to develop campaigns around international days, particularly in relation to major agriculture and food designated days, special events, ongoing initiatives, and publication launches, etc.;
6. Engage in targeted influencer outreach on social media platforms;
7. Work closely with a Senior Communication Officer to plan, coordinate, and produce photos, videos, graphics, power point presentation, and communication materials with a focus on the right key message and human-interest stories for website, (e-) newsletter, social media platforms, public forum, special events, ongoing initiatives, etc.;
8. Maintain photo, videos, graphic, and communication material archives;
9. Conduct basic photo, video, and graphic workshop for project colleagues;
10. Support livestreaming/live tweeting at major events;
11. Monitor accounts for questions and comments daily and respond accordingly, involving project colleagues where necessary;
12. Provide recommendations on emerging trends and innovations in digital media that can help advance the cluster's mandate; advise staff on best practices in social media;
13. Provide analytics including monitoring, evaluation and assessment on the cluster's social media social media tools and platforms using Search Engine Optimization (SEO) and adjust accordingly to improve efficacy;
14. Provide support for media and public outreach around major events;
15. Undertake additional tasks as and when assigned by Dr. Matthias Bickel and the Senior Communication Officer.

C. Working and Educational Qualifications

Education

- Bachelor Degree in Digital Media, Graphic Design, Photography and Videography, Communication, Journalism, Public Relations, Marketing, or related discipline that is relevant to achieve the required outputs.

Work Experience and Special skills or knowledge

- Two years' practical professional work experience in the relevant disciplines to achieve the required outputs;
- Practical experience in social media, marketing and/or (youth) engagement, in particular with social media tools and platforms such as Facebook, Twitter, LinkedIn, Flickr, YouTube, Vimeo, etc.;
- Practical experience in implementing social media strategies for non-profit organizations and/or private sector companies and tracking their success and analyzing results is essential;
- Practical experience sourcing and managing content development and publishing for social networking functions;
- Ability to integrate PR/comms initiatives with social media marketing;
- Practical Search Engine Optimization (SEO) experience;

- Understand and can utilize emerging platforms and social media measurement tools such as Awareness, Radian6, Sprout Social, HootSuite, Seismic, Tweetdeck, Klout, Peer Index, etc.;
- Ability to manage multiple initiatives and priorities within specified timeframes;
- Good communication skills, both orally and in writing;
- Proven ability to conceptualize, plan and execute ideas as well as transfer knowledge and skills;
- Experience in reporting on qualitative and quantitative analytics;
- International development experience and understanding of development issues is an asset;
- Excellent interpersonal skills with likable personalities, initiative, and creative;
- Team player with ability to take challenges, pressure and deadline with a positive attitude.

Technical Knowledge

- Knowledge and skills in Search Engine Optimization;
- Photo and video capture technical skills according to international standards;
- Graphic design technical skills according to international standards;
- Photo and video editing software such as Photoshop, photo mechanic and We Share;
- Graphic design software such as adobe Photoshop, adobe Illustrator, InDesign;
- Computer systems, including internet navigation, office applications;
- Communication practice, methodology and practical application;
- Fundamentals of working in various media formats – print, audio, video, etc.

Language Proficiency

- Good language skills in both English and Thai, orally and in writing.

This will be a fixed-term contract, starting as soon as possible and running until June 2020 (with possibility of extension).

Please submit your application and CV to chattayada.pattaragulwanit@giz.de. The deadline for applications is Friday, 15th June 2018. This vacancy is open to Thai nationals only.

GIZ Office Bangkok

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<https://www.youtube.com/channel/UCeyVDmQIGbPvII5Ccob91JQ>

<https://www.youtube.com/user/GIZonlineTV>