

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 Senior Communication Officer who is passionate about writing and editing and building connections, relationships, and networks and believes in the potential of the right key message and communication in creating impact and inspiring positive change.

## **Senior 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 Mr. Suriyan Vichitlekarn and project units, the incumbent shall:

1. Develop a clear media and communication strategy and workplan and oversee and monitor the roll out of the plan to support GIZ Agriculture and Food Cluster;
2. Establish communication baselines against which the achievement of the communication strategy objectives are regularly evaluated; and continuously analyze and improve the effectiveness of the strategy and activities;
3. Prepare and share results and reports of the analyses to improve effectiveness of the strategy;
4. Develop and maintain the existing website of GIZ Agriculture and Food Cluster and make it more effective in terms of direction, content, design, and presentation in reaching greater and wider audiences;

5. Oversee and develop a content calendar and content for GIZ Agriculture and Food Cluster's website, and relevant GIZ and partners' information channels such as (e-) newsletter, websites, and social media;
6. Create/edit content with a focus on the right key message and human-interest stories both in English and Thai;
7. Collaborate with GIZ media and communication and PR units both locally, and across countries, as well as GIZ Head Office for further exchange and outreach;
8. Work closely with a Junior 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.;
9. Work closely with a Junior 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.;
10. Develop a plan and coordinate with relevant parties to wider disseminate stories, photos, videos, graphics, and communication materials through GIZ channels both locally and internationally and through external channels for both media and public;
11. Provide support for media and public outreach around major events;
12. Cultivate contacts and engage in targeted influencers including journalists, bloggers and other opinion shapers across the spectrum of traditional and social media;
13. Conduct a basic story writing workshop with a focus on the right key message and human-interest stories for project colleagues;
14. Undertake additional tasks as and when assigned by Dr. Matthias Bickel.

### **C. Working and Educational Qualifications**

#### Education

- Advanced university degree (Master) in Communication, Journalism, Public Relations, Marketing, or related discipline that is relevant to achieve the required outputs;
- \*(Or an undergraduate degree plus at least 7 years of demonstrated professional experience to achieve the required outputs.

#### Work Experience and Special skills or knowledge

- Five years' practical professional work experience to achieve the required outputs;
- Proven experience in developing a communication strategy and workplan including monitoring, evaluation, and assessment;

- Proven experiences in managing and coordinating of complex corporate communication activities, preferable in an area of international development cooperation or non-profit organizational collaboration;
- Excellent writing and editing skills with a focus on human-interest stories which a key message is clearly identified and presented nicely in the beginning;
- Proven experience in website and social media management and development, for example, Facebook, Twitter, Instagram, Flickr, LinkedIn, Pinterest, YouTube, and etc.;
- Proven experiences in working and/or dealing with the targeted influencers including journalists, bloggers and other opinion shapers across the spectrum of traditional and social media;
- Good photography, videography, graphic and promotional material design skills is an asset;
- Practical experience in agriculture and food is a plus;
- Ability to transform technical agriculture topics into easily understandable contents;
- Ability to adapt and communicate with multi-groups of stakeholders, and partners, particularly knowledge-based sensitivity in conveying messages to those of different culture, values, beliefs, and backgrounds;
- Practical experiences in coaching and organizing workshops in writing and communications in transferring knowledge and skills to project colleagues is an asset;
- Excellent 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;
- Ability to manage multiple initiatives and priorities within specified timeframes;
- Excellent interpersonal skills with likable personalities, initiative, and creative;
- Team player with ability to take challenges, pressure and deadline with a positive attitude;
- Knowledge of ITC technologies and computer applications.

#### Technical Knowledge

- Communication practice, methodology and practical application;
- Fundamentals of working in various media formats – print, audio, video, etc;
- Computer systems, including internet navigation, office applications;
- Knowledge and skills in Search Engine Optimization;
- Photo and video capture.

#### Language Proficiency

- Excellent language 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](mailto:chattayada.pattaragulwanit@giz.de). The deadline for applications is Friday, 15<sup>th</sup> June 2018. Only shortlisted candidates will be contacted.

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