

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**

Thailand is often referred to as the “Kitchen of the World” and has successfully become 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 Agricultural and Food Cluster aims to support partners in carefully and sustainability managing existing resources, whilst increasing productivity of crops such as rice, coffee, fruits and vegetables across Thailand and in regional projects including activities in Vietnam and Indonesia. Existing 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 [www.asean-agrifood.org/](http://www.asean-agrifood.org/)

### **Responsibilities**

The incumbent shall:

1. Work closely with Junior Communication Officer to develop communication online and offline
2. Develop yearly/ monthly workplan following communication strategy and cluster’s goals, oversee and monitor the roll out of the plan to support GIZ Agriculture and Food Cluster and support specific projects managed by the Cluster
3. Monitor, report the progress, and adjust the Cluster's (and its projects) PR and Communication Strategy
4. Develop and maintain the existing website of GIZ Agriculture and Food Cluster and make it more effectively attractive for target audiences
5. Create key messages, contents and design in order to reach new audiences.
6. Oversee and develop a content calendar for the website and social media channels.
7. Create, design and write attractive content (storytelling, news release, photo stories and etc.) for e-magazine in English and share to the cluster’s media channels.
8. Create/ edit content with a focus on the right key message and human-interest stories both in English and Thai
9. 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
10. Create, develop and plan for national and international events/campaign which related to the cluster as well as materials and publications
11. Create, develop and work with program team to develop project materials to promote in the events/conferences/workshops or campaigns.
12. Liaison with photographers, video shooters, graphic designers and printing service providers to develop visual photos and photography for communication materials through GIZ channels both locally and internationally and through external channels.
13. Cultivate contacts and engage in targeted influencers including journalists, bloggers and other opinion shapers to promote the clusters’ projects.

14. Specifically provide and coordinate services as underlined in 1-11 to multi country projects steered from Thailand specifically the Better Rice Initiative Asia II (BRIA II), with activities in Vietnam and Indonesia
15. Coordinate and steer the development for communication products for BRIA II with the communication teams in Vietnam and Indonesia
16. Undertake additional tasks as and when assigned by the Director of the Cluster

## Qualifications

We are looking for a candidate who possesses:

- Advanced university degree (Master) in Communication, Journalism, Public Relation, Marketing, or related discipline that is relevant to achieve the required outputs, (or an undergraduate degree plus at least 7 years of experiences in communication and public relation. Preferable in an area of international development cooperation or non-profit organizational collaboration;
- Excellent writing and editing skills in both Thai and English for storytelling which a key message is clearly identified and presented nicely in the story.
- Experiences in website and social media content and management
- Have a skill set on photography, video editing, graphic and motion graphic in order to communicate with these service providers
- Ability to transform technical agriculture topics into easily understandable contents
- Team player is required as well as pressure and deadline with a positive attitude
- Being creative to make something different

This will be a fixed-term contract, starting as soon as possible and running until December 2021 (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 Tuesday, December 31, 2019. Only shortlisted candidates will be contacted.

GIZ Thailand is an equal opportunity employer and actively encourages gender diversity within the company and operations.

GIZ Office Bangkok

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

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