

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 for more than 60 years working in Thailand. For our office in Bangkok, we are currently looking for a PR & Communications Specialist.

PR & Communications Specialist

The position includes the following specific tasks and responsibilities:

Internal Communication:

- Acquire and maintain a detailed knowledge of the GIZ's policies, Corporate Identity (CI), brand image principles, and strategies, and keep up-to-date with relevant developments.
- Advise on the production of all types of publications to be in line with corporate identity guidelines
- Responsible for the strategic planning and execution of internal communications to inform and engage GIZ staff in the region (Thailand, Malaysia, Myanmar, Sri Lanka and Nepal)
- Partner with the regional communications team to implement major internal initiatives and engagement activities such as staff town hall meetings, internal announcements and department reorganisation communications
- Maintain the regional channels on intranet and internal social media, and supplies content for the social media channels
- Lead quarterly corporate communications initiatives, such as managing content creation and coordination for all-staff communications meetings as well as writing and designing the internal newsletter
- Develop and implement a result-oriented communication strategy that includes media outreach and social media content creation for GIZ Thailand and projects
- Conduct PR and Communication activities and trainings
- Provide recommendations on emerging trends and innovations in digital media
- Adhere to the GIZ's style guide, ensuring that GIZ staff produce a high-quality and error-free copy
- Produce the internal VDOs of GIZ Thailand
- Maintain photos, videos and communication material archives
- Monitor and evaluate all the communication activities and assess impact of the communication strategies
- Maintain records of media coverage and collate analytics and metrics

External Communication:

- In alignment with global strategies, corporate design guideline, plans to promote GIZ Thailand through national, local media and social media

- Collaborate with global team to identify opportunities for media outreach, social media content and media response
- Create content for corporate digital and social media channels in result-based manner
- Manage and update online and offline media products, e.g. external newsletter, website, Facebook, Twitter, LinkedIn and YouTube
- Create the infographics for social media contents
- Promote GIZ expertise to prospect partners and clients through media and non-media channels
- Initiate and organise PR and Communication activities to promote Thai-German technical cooperation such as the media trip, press conference and special scoop for TV programmes
- Implement joint activities and events with Thai and international partners for public outreach and media relations
- Write, revise and distribute the press release of GIZ Thailand projects
- Establish and maintain effective relationships with journalists, and maintain a media database
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required

Reputation and crisis management:

- Support global team with reputation management by implementing a process to anticipate, identify and mitigate risks to GIZ's reputation in the country, and help to develop effective issues management and crisis communications plans
- Advise the management and project staff about reputational risks
- Review the PR and Communication content to assess alignment with GIZ values as well as minimise and prepare for potential risks to the corporate reputation.

Qualifications:

We are looking for a candidate who possesses:

- Thai national
- Bachelor or Master Degree in related fields
- Minimum 6 years' experience in related fields (e.g. public relations, communication specialist, journalism)
- Excellent knowledge of how PR and media works and skills in pitching stories
- Excellent writing skills for both off-and online channels in both Thai and English
- Excellent communication and interpersonal skills in both Thai and English
- Experienced with media production
- Experienced with working with a variety of target groups and stakeholders
- Very good network with the national and international media
- Works well under pressure and meets tight deadlines
- Highly computer literate with capability in email, MS Office, and related communication tools

- Proficiency in design and publishing software such as Adobe Photoshop, Illustrator, InDesign and Premiere Pro
- Proven social media and networking expertise
- Strategic and creative mindset
- Meticulous attention to detail
- Experience in international development cooperation will be an asset
- Verbal and written knowledge of German will be an asset
- A portfolio of work available for review

This will be a fixed-term contract, starting in September 2022 and running until December 2023 (with very high possibility of extension).

Please submit your application and CV to chattayada.pattaragulwanit@giz.de. The deadline for applications is Wednesday, August 31, 2022. Only shortlisted candidates will be contacted.

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

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

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