

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.

Within the “GIZ Agriculture and Food Cluster” we are currently looking for Strategic Communications Specialist.

Strategic Communications Specialist

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 Food and Agriculture Cluster, hosting this position, aims to support its partners in carefully and sustainably managing existing resources, whilst increasing productivity of crops such as rice, coffee 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 via our website: <http://www.asean-agrifood.org/>

Key duties and responsibilities:

The incumbent shall work closely with a Senior Communications Officer and support the technical teams as follows:

- Develop the overall communications strategy (internally and externally) for projects under the cluster to highlight impacts, and effectively communicate progress to ensure that the strategy is aligned with GIZ Thailand approach
- Develop targeted messaging for activities and campaigns to convey its impact and success in keeping with GIZ guidelines and priorities to internal and external stakeholders
- Supports the implementation of project activities, especially in the fields of strategic communication advice
- Maximise, to as great a degree as practically possible, the use of mobile and digital technologies in Activity communications as well as marketing and outreach strategies
- Support the technical teams where applicable in developing scope of works, planning, coordinating, and executing communications strategy (internally and externally), producing outreach communication materials with a focus on the right key messages and human-interest stories for website, (e-) newsletter, social media platforms, public forum, special events, ongoing initiatives, etc.; to ensure continuous and consistent efforts for enhancing profile and visibility, in line with the Agriculture and Food Cluster and GIZ Thailand Strategy

Tasks:

The incumbent shall:

- Supports with planning, coordinating, and documenting online and offline events, meetings, workshops, and other project activities
- Support communications with stakeholders regarding implementation, knowledge management, and information dissemination
- Develop outreach materials including banners, brochures, reports and other forms of internal and external communications, and manage clearance processes
- Ensure program materials are branded correctly and consistently in keeping with GIZ standards and branding guidelines
- Follow communications protocols as agreed upon the technical team and/or core working group including receiving approvals for outreach and deliverables
- Represent the cluster at events and meetings as required and liaise with relevant stakeholders, including institutional and private sector partners, to increase visibility and maximize coordination
- Develops and maintains contact with all important stakeholders
- Maintain an up to date and comprehensive database that can be searched by component, institution, geography, or name
- Supports the development of technical concepts and strategies, including training modules and guidelines, manuals and procedure
- Develops knowledge products on best practices and lessons learned
- Liaises with other projects and stakeholders to support knowledge transfer
- Develops reports, project presentations and other project-related documents
- Organises and updates project documentation, the filing systems and the project library
- Assists with project related PR and communications
- Perform other duties as requested by AVs/DVs

Qualifications:

- Thai nationality only
- Education/training: University qualification in a relevant field (e.g. Communication Sciences, Journalism, Marketing or related fields)
- General professional experience: at least 3 years of professional experience in communications, marketing, public relations and/or agency environment
- Demonstrated experience managing multiple tasks, projects and clients
- Demonstrated ability to unpack and communicate complex concepts simply with a range of stakeholders and sectors;
- Demonstrated experience in programme and event management;
- Demonstrated experience in designing communications plans, developing and implementing knowledge management tools or systems, and developing content for social media platforms;

- Skills in journalistic writing and preferably in audio-visual media design; basic management experience, high creative potential that translates into unique communication products
- Sound knowledge of Microsoft office
- Proficiency with graphic arts and desktop publishing software a plus;
- Excellent interpersonal skills and a strong team player;
- Ability to travel to support project work;
- Ability to facilitate e-marketing and web-based technologies for professional purposes;
- Experience working collaboratively with institutional and private-sector partners and stakeholders in Thailand
- Languages: Fluent in Thai, excellent English language skills required (especially written skills), German is a plus

This will be a fixed-term contract, starting as soon as possible and running until 30 April 2025.

Duty station

The position will be based in the project office in Bangkok.

Please carefully read the ad and **submit a CV AND a cover letter in English** to aroonratt.soontonbura@giz.de
The deadline for applications is 22 March 2024. 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 Thailand

193/63 Lake Rajada Office Complex, New Ratchadapisek Road, Klongtoey, Bangkok 10110

More information about GIZ:

<https://www.giz.de/en/html/index.html>

<https://www.youtube.com/channel/UCeyVDmQIGbPvIl5Ccob91JQ>

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