JOB DECRIPTION

Position title:	Brand (Communications) Officer
Reports to:	Communications Manager
Supervises:	N/A
Grade (IPE scores):	A3, IPE-46
Location:	Vientiane Capital, Lao PDR with frequent travel to landscapes
Date:	12 November 2015

I. Background

WWF-Laos (part of the Greater Mekong Programme Office – WWF-GM) is responsible for delivering conservation impact in Laos and the Greater Mekong Region, a high priority network programme. The 2015-2020 Strategic Plan has identified the important role communications has to effectively deliver conservation outcomes.

II. Major Functions:

The position's role will ensure the development and implementation of the 2015-2020 Communications Strategy for WWF-Laos, which is aligned to the WWF-GM Communications Strategy. The Communications Officer, supervised by the Communications Manager, will ensure identified activities can be delivered in a successful and impactful manner.

III. Major Duties and Responsibilities:

- Implements the WWF-Laos Communications Strategy, in close coordination with the Communications Manager and WWF-GM Communications Director
- Manages the office's website and social media channels in coordination with the Communications Manager, delivering engaging content to a variety of audiences
- Creates multimedia packages, including news stories, features and videos, for online and offline use that gives visibility to the programme
- Implements communications campaigns along with the Communications Manager that support the successful delivery of the conservation programme
- Manages internal communications platforms to ensure staff are aware of conservation activities and development of the conservation programme
- Researches and writes copy for publications and print media, assisting in the production of publications to ensure that they are produced to the required standards of WWF International and branding guidelines
- Maintains strong relationships with local and international media, relevant communications professionals and agencies, and GM communications staff
- Assists in the organisation of events
- Other tasks as assigned by the Communications Manager

IV. Profile:

Required Qualifications

- Bachelor's degree communications, public relations, journalism, media relations or other relevant field.

Required Skills and Competencies

- 2 years practical experience in communications and public relations
- Experience of working in multi-cultural environment
- Experience in graphic design is a distinct advantage
- Proficient in both Lao and English
- Essential WWF competencies for a Communications Officer position:

  - **WWF Focus:** Acts as a member of One WWF, placing higher priority on WWF's goals than own goals and anticipating the effects of own area's actions on others to ensure holistic WWF outcomes
  - **External Orientation:** Looks outwards ensuring WWF stays relevant, continues to anticipate and adapt to external environmental and global trends
  - **Delivering Quality Outcomes:** Establishes stretch goals, plans, using best judgment and takes responsibility for planning to and delivering on outcomes
  - **Building Working Relationships:** Builds collaborative relationships through the understanding and development of other's and own ideas
  - **Communicating Effectively:** Uses appropriate means of communication to convey messages, seeks input from others and ensures understanding

V. Working Relationships:

Internal
- **WWF-GM:** Interacts with the Communications Manager and Regional Communications Director. Engages with and support WWF-Laos staff.
- **WWF Network:** Interacts with WWF network.

External - Interacts with national governmental institutions, non-governmental organizations, academic institutions, the media, donors, partners, specialists/consultants, and other stakeholders.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.