



## JOB DESCRIPTION

<b>Position title:</b>	Communications Officer, WWF-Laos
<b>Grade:</b>	02
<b>Directly reports to:</b>	Communications Manager, WWF-Laos
<b>Technically reports to:</b>	Regional Communications Manager, WWF GMPO
<b>Supervises:</b>	Consultants when required
<b>Technically supervises:</b>	NA
<b>Validity:</b>	Jan-Dec 2013
<b>Location:</b>	Vientiane Capital

### WWF-Laos

P.O. Box. 7871  
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## Background

WWF-Laos (part of the Greater Mekong Programme Office-GMPO) is responsible to deliver conservation impact in Laos and the Mekong Complex, a high priority network programme. The Strategic Plan FY11-15 has identified the important roles of communications to effectively deliver conservation outcomes.

### I. Major Function

In the first year contract term for this role, 50 per cent of the position's time will be dedicated to work for the Carbon and Biodiversity Project (CarBI).

She/he will implement of the communications action plan for WWF Laos, that is aligned to the WWF GM Communications Strategy. Clear priorities will be set by the Communications Manager, in agreement with the Country Director, to ensure identified WWF-Laos communications activities can be delivered in a 50 percent capacity.

At the conclusion of the first year of the contract, the major functions will be re-assessed to determine if there will be changes to the split in the responsibilities of this position.

### II. Major Responsibilities

#### A. Action Plan and Workplan Development and Implementation

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HRH The Duke of Edinburgh  
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- Contribute to the development, implementation and monitoring of communications action plan for WWF-Laos;
- Provide support to the Communications Manager to communicate the communications action plan to all staff via the Google Community and other means;
- Provide support in the development, monitoring, review and update of communications activity workplan.

**B. Budgeting**

- Assist in the development and monitoring of annual communications budget.

**C. System and Guidelines Administration**

- Provide inputs to the development, review and update of all necessary Communications system and guidelines to ensure all changes in the country and in local laws and regulations are reflected;
- Assist in the planning and organisation of the effective communications and monitoring of all Communications and brand guidelines to staff.

**D. Technical Specifics**

- Provide technical support to managers and staff in relation to their dealings with the media to promote the positive public profile of WWF, and in other aspects of communications;
- Provide support to the coordination of events and meetings of WWF-Laos;
- Organise campaigns for new activities to attract funds and for the promotion of the organisation's image as planned and within approved budgets;
- Work with the Communications Manager to analyse the results of communications campaigns and make whatever changes may be required to improve the communications performance;
- Assist managers and staff in branding matters including WWF colors, logo, mission statement, vision, standards of publications and guidelines, to ensure the WWF branding guidelines are strictly followed;
- Provide support in the coordination, production, and translation of communications materials, publications and tools including brochures, reports, press releases, feature stories, internal Q&As, media backgrounders, letters, newsletters, speeches and media statements, etc. to ensure that they are accurate and that the design and layout meets organisation standards and distribute to relevant

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audiences when required;

- Monitor stock levels of publicity brochures and reorder printed materials as required;
- Provide support to marketing in public relations activities with corporate clients;
- Support in development of detailed specifications for all work contracted out and monitoring of performance to ensure that they are of the standards required;
- Negotiate cost effective contracts with suppliers for any services which cannot be provided in-house;
- Administer the website of WWF-Laos to keep people informed of the organisation activities and ensure appropriate links between websites of WWF-Laos and WWF GMPO;
- Update the WWF-Laos's communications pages on the Google Community intranet system, and support country programme staff to engage with the Community;
- Develop and maintain an up to date and accurate databases including list of media, partners, communications service providers, communications materials and products, etc. and libraries of photos, media, video, etc. to provide a comprehensive source of information about the organisation;
- Send regular updates on the country office to the WWF International Project Database and WWF global intranet (Connect);
- Coordinate donors, press, embassy and government groups and organize requested trips to conservation sites;
- Maintain an awareness of developments and up-to-date knowledge of the communications to ensure that the organisation complies with its statutory obligations and continues to take advantage of best practices.

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#### ***E. Partnership Development and Networking***

- Provide active participation to the GMPO's monthly communications teleconferences and annual communications workshop;
- Establish and maintain strong relationships with the media (radio, TV, print and web), public relations and communications service providers based in Laos;
- Establish close and open working relationship with communications colleagues across the GMPO;
- Assist in contacting and developing partnerships with the corporate sector to better explain organisation's activities in Laos;



- Promote the organisation's image in the community by attendance at meetings and fora in communications.

#### ***F. People Management and Organisation Development***

- Provide orientation and reorientation to staff at country office to help them understand the Communications system and guidelines, and brand guidelines of the organisation when required;
- Provide support to the development of TORs, review of outcomes and reports of the consultants, and provide comments and feedbacks required;
- Maintain an awareness of staff comments and any complaints to identify any areas that may need development of improvement.

#### ***G. Monitoring and Evaluation, Reporting***

- Provide support to the monitoring and evaluation in communications;
- Responsible for the monthly press clipping report by collecting articles, news about or relevant to WWF-Laos or WWF Greater Mekong and WWF International on Laos media;
- Provides support to the reports in communications when required.

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### **III. Working Relationships**

#### **1. Internal**

- **WWF GMPO:** Work closely with Marketing and Communications team, programme team in Laos. Interact on a regular basis with Marketing and Communications colleagues in other country offices and regional office. Engage with and support WWF-Laos staff;
- **WWF Network:** Interact with communications staff in WWF International and WWF network when required.

#### **2. External**

- Interact with Government and NGO partners, the media, PR/advertising agencies, specialists / consultants, service providers, and other stakeholders.

### **IV. Requirements**

#### **1. Education and Qualification**

- Bachelor's degree in communications, public relations, journalism, media relations or in relevant fields.

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## 2. Knowledge

- Basic knowledge of environmental and conservation issues in Laos;
- Knowledge and understanding of media working processes and methodology;
- Understanding of the institutional and legal framework related to communications and public relations in Laos is preferred;
- A good understanding of the realities of public relations and communications for promoting conservation issues is preferred.

## 3. Experience

- 3 years of practical experience in communications or public relations or journalism;
- Experience of working in multi-cultural environment and/or international organisations is preferred;
- Experience in planning and conducting information campaigns, and other public events is an asset.

## 4. General Skill

- Networking and interpersonal;
- Planning, organisation, time management, facilitation and coordination;
- Organisational awareness and service orientation;
- Fluency in written and spoken English and local language;
- Proficiency in MS Office;

## 5. Technical Skill

- Presentation, communications, and negotiation;
- News writing and editing;
- Proficiency in functional soft-wares in graphics and media.

## 6. Ability

- Working towards tight deadline;
- Working on own initiative with minimum supervision and staying on task.

## 7. Personality

- Creative;

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- Dynamic;
- Sociable.

## V. WWF's Mission and Values

1. It is part of every staff member's terms of reference to contribute to **WWF's mission:**

WWF's Mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- *conserving the world's biological diversity*
- *ensuring that the use of renewable natural resources is sustainable*
- *reducing pollution and wasteful consumption.*

2. It is also part of every staff member's terms of reference to embody WWF's **values**, which are: Passionate and Optimistic, Challenging and Inspiring, Credible and Accountable, Persevering and Delivering Results.

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