

COMMUNICATION OFFICER position CIRAD Regional Direction in South-Est Asia
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Job title: Communication Officer

Type of the contract: Local law fixed term renewable one (1) year contract for the total duration of 2,5 years/30 months.

This position offers room for exponential growth within the organization and motivating international environment. Permanent position can be proposed within CIRAD Regional Direction depending on funds availability and quality of the work performed.

Date of the start: 01 April 2023

Working conditions: Full – time position 100%. Competitive salary of 1870€ gross-salary per month. 20 days of Annual leave.

Job Environment: [DRASEC](#) - CIRAD Regional Direction in South-Est Asia, Van Phuc Diplomatic Compound 298 Kim Ma, Ba Dinh Hanoi, Vietnam.

CONTEXT

The Agence Française de Développement (AFD) and GRET have signed a Financing Agreement for Agroecology and Safe Food Systems Transitions in 2019. Coordinated by GRET in a strong articulation with CIRAD, in charge of the scientific coordination, the ASSET project aims to develop and promote a shared vision of Agroecology and Safe Food System Transitions in South East Asia (Cambodia, Vietnam, Laos and Myanmar) through a comprehensive approach that includes research, networking, policy advocacy, capacity development, awareness raising and communication. The [ASSET project](#) also supports the regional platform [ALISEA](#) whose purpose is to respond to the need of knowledge exchange and experiences sharing in the field of Agroecology in South-East Asia.

To support ASSET project communication activities, CIRAD & GRET are looking to recruit Project Communication Officer. The communication officer will be recruited by CIRAD organization. He/she will be super-vised and work under functional responsibility of the GRET-CIRAD Coordination Unit.

He/She will possibly travel in the 3 countries of the project (Vietnam, Cambodia, and Laos)

FUNCTIONS and DUTIES

- **Media production:** Design, edit and lay out information and communication media (brochures, posters, banners, infographics, kakemono, etc.) following branding guidelines and funding institutions requirements. ASSET branding guidelines update.
- **Digital communication:** Production of the communication and multimedia content for different communication channels (e.g., ASSET website, newsletter, LinkedIn, and Facebook).
- **Scientific communication:** vulgarization and dissemination of the project's results on the basis of the content provided by scientific experts' team.
- **Media Relations**
- **Project events communication** and organization support at national and regional levels (proposal and realisation of the appropriate communication actions and tools such as press statements, interviews, briefings)
- **Project communication activities coordination** and implementation in line with ASSET communication and visibility strategy and annual communication plan in close collaboration with partners involved in those activities.

- **Project internal communication** and partners support in the implementation of their ASSET communication-related activities.

JOB REQUIREMENTS

EXPERIENCE:

- University degree in a relevant field (communication, journalism, international relations, Public relations).
- At least 5 years' experience in a similar position (experience in NGOs, research institutions or international organisations).

LANGUAGES :

- Excellent skills in English and in one or several national languages (Khmer, Lao, Vietnamese). Basic knowledge of French language is desirable, but not compulsory.
- Excellent writing skills in English.

KNOWLEDGE :

- Proficiency in MS Office, Publisher, Canva or other photo/video editing tools.
- Photography and video editing skills (especially video interview).
- In-depth knowledge of the world of media and social networks in Asia.
- Good grasp of social media and website best practices and in metrics.
- Knowledge of web content management tools (eZ-Publish).

COMPETENCES :

- Excellent ability to work as a team, good communication and interpersonal skills.
- Self-motivated with a positive and professional approach.
- Interest and knowledge of the agricultural issues in the South-Est Area could be considered as advantage.

How to apply

Applications (CV & motivation letter) to be sent to: olga.mackre@cirad.fr with copy to: lebret@gret.org before **28th February 2023**. Detailed Term of Reference are attached to the announcement.

Terms of Reference

Regional Communication Officer

■ Context

The Agence Française de Développement (AFD) and GRET have signed a Financing Agreement for Agroecology and Safe Food Systems Transitions in 2019. Coordinated by GRET in a strong articulation with CIRAD, in charge of the scientific coordination, the ASSET project aims to develop and promote a shared vision of Agroecology and Safe Food System Transitions in South East Asia (Cambodia, Vietnam, Laos and Myanmar) through a comprehensive approach that includes research, networking, policy advocacy, capacity development, awareness raising and communication. The ASSET project also supports the regional platform [ALISEA](#) whose purpose is to respond to the need of knowledge exchange and experiences sharing in the field of Agroecology in South-East Asia.

CIRAD

CIRAD is the French agricultural research and international cooperation organization working for the sustainable development of tropical and Mediterranean regions.

It works with its partners to build knowledge and solutions for resilient farming systems in a more sustainable, inclusive world. It mobilizes science, innovation and training in order to achieve the Sustainable Development Goals. Its expertise supports the entire range of stakeholders, from producers to public policymakers, to foster biodiversity protection, agroecological transitions, food system sustainability, health (of plants, animals and ecosystems), sustainable development of rural territories, and their resilience to climate change. CIRAD works in some fifty countries on every continent, thanks to the expertise of its 1650 staff members, including 1140 scientists, backed by a global network of some 200 partners. It also supports French scientific diplomacy operations.

GRET

GRET is an international solidarity organisation created in 1976. It aims to reconcile environmental imperatives and satisfaction of basic needs and social rights. Its teams implement the most appropriate solutions and partnerships locally to improve populations' living conditions and conserve our planet. GRET works in twenty-eight countries on three continents, focusing on the needs of the most vulnerable people. Its projects are based on long-term, sustainable action in its countries of intervention. They are conducted in co-construction with communities, governments, civil society, research, and a vast network of partners. By sharing its experience and knowledge, and through its advocacy actions, GRET contributes to changing public policies and national and international development practices. GRET has been active in Southeast Asia for more than 30 years and has offices in Cambodia, Vietnam, Laos and Myanmar. Its activities focus mainly on essential services (water, sanitation, and waste management), natural resource management, agroecology and social protection.

In order to support the institutional communication activities of the ASSET project, the ASSET project is seeking to recruit a communication officer. This communication officer will be salaried by CIRAD organisation.

■ Missions/Functions

ASSET communication strategy has three main objectives:



- Strategic Objective 1: Raise awareness of consumers and citizens about the impacts of agriculture on health, environment, climate and social issues at local, national, regional and international level
- Strategic Objective 2: Ensure that the target group of the project interventions is aware of the roles of the main partners and donors in the activities, and informed about the results and impact of the project
- Strategic Objective 3: Disseminate robust evidence to feed into policy dialogues on agriculture, food, health and trade policy at local, national, regional and international levels

The ASSET communication officer will manage specifically communication activities under Objective 2 and 3.

He or she will produce communication and multimedia content for different communication channels (e.g., ASSET website, newsletter, LinkedIn, and Facebook), updating the ASSET branding guideline as required, maintaining good internal communication, ensuring the dissemination of the scientific results produced by project, managing press relations and events communication (especially at regional level), and monitoring the communication activities. More specifically, he or she will be responsible for the following:

Strategy

- o Contribute to the update of the ASSET communication and visibility strategy in conjunction with the Coordination unit and APAARI.
- o Contribute to and coordinate the implementation of the institutional communication plan activities with partners involved in communication activities.
- o Identify communication and outreach initiatives of the project to be promoted; facilitate and coordinate feedback from partners.
- o Liaise with the communication managers of the partners present in all countries.
- o Monitor ASSET-related information in the news and anticipate possible risks (reputational, in particular)

Digital communication

Ensuring timely communication on social media, newsletter (3 times a year) and ASSET website on the output of the project activities;

- o Editorial webmastering of ASSET website, newsletter and current social media: LinkedIn, Facebook and Twitter and ensuring its constant updates, good organization of information, as well as quality and accuracy of public information.
- o Write articles and press releases on a regular basis for the various communication supports (including articles in English for CIRAD and GRET websites)
- o Identify innovative editorial approaches to extent audience (interviews, testimonials...)
- o Establish a diagnosis of the current project's social media (Facebook, Twitter, LinkedIn) and Website in order to optimize their audience
- o Coordinate the ASSET communication with ALiSEA Communication team.
- o Produce and disseminate short videos (interviews with team members, partners, promotion of some aspect of the projects, etc.).
- o Social media and web traffic reports on a quarterly basis.

Media production

- o Design, edit and lay out information and communication media (brochures, posters, banners, infographics, kakemono, etc.) following branding guidelines and funding institutions requirements.
- o Ensure compliance of Partners communication contents with ASSET's visual identity guidelines



- Creation of Communication template supports (poster, signboards, others...) according to the ASSET branding guideline.
- Create and maintain a local and regional network of specialized and professional service providers (graphic designers, moviemakers, photographers, printers, etc.).
- Create and feed the Photo Library with description, date and source and management of copyrights.

Partners' support

- Provide support to the partners by (i) promoting branding guidelines, (ii) supporting the design of event leaflets / posters, and (iii) the production of articles (website and newsletter) and posts during their implementation of ASSET communication-related activities through regular communication with partners
- Technical support to in-country partner teams in the production of their audio-visual contents in partnership of MediaSeeds.
- Contribute to Community of Practice on communication led by APAARI by providing regular updates on communication matters to all project partners' communication officers.

Media Relations (in country events)

- Write and distribute press releases in close collaboration with the Coordination Unit and APAARI.
- Handle media requests for information.
- Develop partnerships with journalists specialising in ASSET's areas of activity.
- Enrich and update the media & key opinion leader (KOL) relationships to maintain database of journalist contacts, to ensure positive promotional coverage
- Keep records of all media coverage and update related database
- Contribute to and support dissemination of awareness-raising campaigns, events, information dissemination sessions (SC1.3 in collaboration with APAARI)

Scientific communication

- Work with project staff and project partners to collect and exchange information to develop communications projects effectively and in line with communication and visibility strategy
- Identify project results with Coordination Unit and contribute to the vulgarization strategy in fine collaboration with APAARI (propose appropriate tools and ways of communication).
- Support the development of key scientific messages to stakeholders in a simple language, and make them accessible to the general, non-expert audience (e.g. storytelling technique) in collaboration with APAARI and Coordination Unit (writing workshops).
- Propose appropriate communication channels, tools and promotion materials for project results dissemination
- Ensure timely communication's approval by the relevant project governance bodies.

Internal communication

- Maintain on a regular basis the level of information of each ASSET partners (24 organisations, around 150 project staff) through an internal monthly newsletter (past and upcoming events, publications, human resources changes, various information)

Events

- Support project teams in the design and management of communication activities around general events (ASSET regional workshop, ALISEA regional platform events....) and in the organization of various project scientific events and actions at local and national level in order to achieve better project understanding, recognition and visibility.



- Propose appropriate communication actions and tools (press statements, interviews, briefings).
- Provide updates in ASSET's social media and website on the pre-event and post-event updates and share with all partners – encouraging them to post and share the same.

Various

- Contribute to the bi-annual summaries on the ASSET's communication activities that are under his/her responsibilities
- Maintain a regular link with the communication expert at GRET headquarters and Project Manager of ASSET in APAARI that leads SC1.3, who will support the ASSET communication officer through technical support

The communication officer will be recruited by CIRAD. He/she will be supervised and work under functional responsibility of the GRET-CIRAD Coordination Unit.

The ASSET communication officer will work closely with the Asia Pacific Association of Agricultural Research Institutions (APAARI) that is coordinating Sub-Component 1.3 on Communication and Visibility of ASSET

■ Profile required

- University degree in a relevant field (communication, journalism, international relations, Public relations).
- At least 5 years' experience in a similar position (experience in a NGO, research institution or international organisation).
- Excellent skills in English and in one or several national languages (Khmer, Lao, Vietnamese). Basic knowledge of French language is desirable, but not compulsory.
- Excellent writing skills in English
- Excellent ability to work as a team, communication and interpersonal skills.
- Proficiency in MS Office, Publisher, Canva or other photo/video editing tools.
- Photography and video editing skills (especially video interview).
- In-depth knowledge of the world of media and social networks in Asia
- Good grasp of social media and website best practices and in metrics.
- Versatility, rigour and initiative.
- Self-motivated with a positive and professional approach
- Knowledge of web content management tools (eZ-Publish)
- Environmental consciousness.

■ Conditions, salary, duration

Type of the contract: Local law fixed term renewable one (1) year contract for the total duration of 2,5 years/30 months.

Date of the start: 01 April 2023

Working conditions: Full – time position 100%. Competitive salary of 1870€ gross-salary per month. 20 days of Annual leave.

Job Environment: DRASEC - CIRAD Regional Direction in South-Est Asia, Van Phuc Diplomatic Compound 298 Kim Ma, Ba Dinh Hanoi, Vietnam.

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