



## JOB DESCRIPTION – RPs and GSS

<b>Job Title:</b>	<b>Communication Officer for Outreach</b>
<b>Division/Office:</b>	<b>Office of the CEO</b>
<b>Salary Level:</b>	<b>M-11 step 1</b>
<b>Date of Verification (If any):</b>	<b>September 2021</b>

### 1. THE MEKONG RIVER COMMISSION AND MRC SECRETARIAT (BACKGROUND)

The Mekong River Commission (MRC) was established by the 1995 Agreement on Co-operation for the Sustainable Development of the Mekong River Basin, between the governments of Cambodia, Lao PDR, Thailand and Viet Nam. The role of the MRC is to coordinate and promote cooperation in all fields of sustainable development, utilization, management and conservation of the water and related resources of the Mekong River Basin.

The MRC Secretariat is the operational arm of the MRC. It provides technical and administrative services to the MRC's governing bodies – the Joint Committee and the Council – to achieve the MRC's mission.

#### VISION for the Mekong River Basin

An economically prosperous, socially just and environmentally sound Mekong River Basin

#### VISION for the Mekong River Commission

A world class, financially secure, International River Basin Organization serving the Mekong countries to achieve the basin Vision

#### MISSION of the Mekong River Commission

To promote and coordinate sustainable management and development of water and related resources for the countries' mutual benefit and the people's well-being

#### MRC Secretariat's Core Values

- [Integrity](#)
- [Transparency](#)
- [Mutual respect](#)
- [Professionalism](#)
- [Accountability](#)
- [Results orientation](#)

### 2. JOB SUMMARY/JOB STATEMENT

The job holder is to increase the ability of the MRC to effectively communicate with the general public. S/he maintains good internal communication on key issues, and informs external audiences, in particular through all communication channels, to raise awareness about the

activities of the MRC in each riparian country, the region and internationally. S/he supports the development of MRC's policies and strategies for international cooperation and public relations and ensures those policies and strategies are effectively implemented.

### **3. MAIN TASKS AND RESPONSIBILITIES**

Under the guidance of the CEO, and technical and management supervision of the Chief Strategy and Partnership Officer, the incumbent performs the following duties:

#### **Public relations and outreach**

- Lead work on outreach activities and public relations, responding to public queries, and organizing outreach events for the public in collaboration with relevant staff.
- Lead MRC's social media platform including Facebook, LinkedIn, Twitter and YouTube, and maintain the MRC's social media presence and engagement, by devising creative contents, posting them regularly, and responding to fan's/public's questions and comments, with assistance from the Communication Officer for Press.
- Lead the establishment of work relationships with the interested members of the general public on MRC work, in partnership with the Stakeholder Engagement Specialist and Communication Officer for Press.
- Provide public relations advice to the senior management as well as the member countries.
- Take photos and video footages on MRC activities for public information and archiving.

#### **Digital publication and library management**

- Lead the maintenance and update of the MRC's physical and digital documentation including library services, and promote and disseminate the knowledge base of the MRC and others internally and to the public through events and activities.
- Lead the production of knowledge-based information materials for public dissemination;
- Lead preparation of infographics and other communication methods for articles on MRC news and events, web- and social media-contents and other public information materials such as reports, brochures, and newsletters.
- Oversee/lead the production of multimedia products, conceptualising and preparing storylines for audio-visual materials and supervising the work of photography and videography consultants, in close collaboration with the Communications Officer for Press.
- Closely work with Web/Graphic Designer to ensure the MRC websites, social media platforms and graphics are well designed and user-friendly.

#### **Fund raising and partners coordination**

- Lead public fund-raising and campaigns to secure funds for the organization.
- Communicate and coordinate with development partners and related tasks.

#### **Other communications tasks**

- Support the formulation of the MRC's communication strategy, especially the outreach and public relations angle, including crisis communication, develop work plans and implement communication campaigns in close consultation with the MRC's leadership, and in collaboration with the Communications Officer for Press, in order to foster the positive image of the organization to win the public support.

- Support media relations by assisting the Communications Officer for Press in responding to media queries, drafting media releases, preparing FAOs and press kits, organizing press conferences, arranging media interviews with the MRCS senior management and experts, monitoring and analyzing media trends and opportunities, and when required by the CEO and CSPO acting as spokesperson.
- Support publication work of the MRC's knowledge products, working closely with with the Communicaiton Officer for Press to ensure that MRC's publications follow the MRC Publication and Style Guide and that the publications are promoted widely through various media channels.
- Support all divisions in copy-editing of technical reports for communication purposes, and online newsletters.
- Support the divisions in the preparation of communication products.
- Support M&E Specialist in the preparation of the Mid-year and Annual Report.
- Support MRC's substantive organ's communication needs, including the Council, the Joint Committee, and the Secretariat's divisions and teams, and closely work with the National Mekong Committees.
- Support the communications capacity building of the National Mekong Committees.
- Perform other relevant tasks as required.

#### 4. SCOPE OF AUTHORITY

- a) **Supervision requirements:** The position does not require any formal supervisory responsibilities.
- b) **Level of autonomy:** Decision making follows defined procedures. The position does not administer a budget, yet has responsibility for ensuring the financial accountability of MRC.
- c) **Level of problem solving required:** Problem solving skill is expected and the incumbent must display sensitivity, initiative and creativity
- d) **Level and type of communications required:** Communications are wide, within and outside the organization, and require considerable oral and written skills.

#### 5. QUALIFICATION REQUIREMENTS

<b>Certificate:</b>	Master's degree in communications/public relations/journalism, information science, or a related field. In lieu of the Master's degree, a Bachelor's degree in combination with two additional years of qualifying professional experience may be accepted.
<b>Additional Certificates:</b>	TOEIC certificate with 785 points and over is required. An equivalent internationally recognized certificate or a university degree from an internationally recognized academic institution whose instruction is in English may also be considered.
<b>Experience:</b>	7 years of practical working experience in communications, public relations, external relations, social sciences or a combination of them all. Work experience with international organizations and media relations is highly desirable.

## 6. COMPETENCIES

Required Core Competency	Level
<b>Knowledge</b>	Level (1-3) 1 = Required 2 = Desirable 3 = Optional
Public relations instruments and methods	1
Public communication in the field of river basin management, water resources management or sustainable development	1
Regional knowledge of the Mekong River Basin	2
Legislation of riparian countries on water and other relevant international conventions	3
Water resource management and development	3
<b>Skills</b>	Level (1-3) 1 = Required 2 = Desirable 3 = Optional
Excellent command of the English language	1
Excellent interpersonal and cross-cultural communication skills	1
Excellent spoken and written expression and presentation	1
Copy editing	1
Use of web-based information services	1
Dealing with printing and production of display materials	1
Social media	1
Photography and videography	2
Design and familiarity with commonly used design software	2
Information technology	3
<b>Attitudes</b>	Level (1-3) 1 = Required 2 = Desirable 3 = Optional
Neutrality and impartiality	1
Good sense of initiative and sound judgment	1
Relation-, network building	1
Creativity	1

## 7. REMUNERATION

The remuneration package, subject to change, includes:

### Remuneration

- Annual net base salary exempt from Lao Government tax, starting at USD 33,440 (M-11, step I).
- Non-residential staff members who are relocated at the duty station (Vientiane, Lao PDR or Phnom Penh, Cambodia) will be offered with a living cost of 5% of base salary per annum and similarly for the post adjustment (7%), hardship allowances (7%), and rental subsidy (USD 500/month).

**Benefits**

- The MRC's contribution to staff member's Provident Fund (pension fund) of 14% of base salary per annum.
- Coverage of health insurance for staff and eligible dependents, and accident insurance (on a shared basis with employee) for staff.
- Other entitlements and benefits such as dependency allowance (USD 40/dependent), annual leave (30 days/year), sick leave (30 days/year), special leave with pay, maternity and paternity leaves, education grant (75% of maximum USD 12,000 per eligible child for non-residential staff and 5% of basic salary for resident staff), annual health check (subject to budget availability), annual vaccination including Covid-19 vaccination, and so on.
- Non-resident staff members who are relocated to the duty station (Vientiane or Phnom Penh) will be provided with subsidized home leave, shipment of personal effectives to and from the duty station, upon entrance and conclusion of service with the MRC.

All MRC Secretariat staff members are subject to a six-month probationary period.

The duration of the assignment of the MRC Riparian Professional Staff is up to a maximum of six years in accordance with the 1995 Mekong Agreement and its Procedural Rules.

**8. REMARKS**

The Job Description is subject to revisions by the MRC.

**9. INCUMBENT'S SIGNATURE:** \_\_\_\_\_ (date)