

## Job Description

This form enables us to accurately post your position on external sites. The information provided here will be featured in the job post. Please do not use acronyms or industry jargon. Be clear and concise in your answers to the open-ended questions. Incomplete forms will delay posting. Once this form is complete, email it to the CARE Laos HR Unit.

### Position Information

|  |  |
|--|--|
| <b>Position Title:</b> Communications Consultant | <b>Date requested:</b> 1 July 2025       |
| <b>Type of position:</b> Consultant              | <b>Grade (for HR use only):</b>          |
| <b>Department/Project Team:</b> Communications   |  |
| <b>WORK LOCATION:</b> Vientiane Capital          | <b>Incumbent's name (if applicable):</b> |

### Job Summary

In 1000 characters or less, state the position's overall purpose or objective, highlighting the general functions the position is responsible for and articulating what the position is expected to accomplish. This section will appear on external sites.

The Communications Consultant will work closely with the Communications Coordinator to provide technical, language, and coordination work required to develop and implement the overall internal and external communications plan and the implementation of the Lao Country Office's campaigns. This position is based in Vientiane Capital, with travel required to field offices.

### Responsibilities and Tasks

Describe the major responsibilities, principal tasks, and end results the position is responsible for. Please include rationale as to why it is done and the impact it has on the team or organization. List the responsibilities in the order of importance and state the estimated percentage of time the employee should spend on each responsibility during a typical year.

#### JOB RESPONSIBILITY:

30% of time

#### 1. Content Creation & Management:

- Develop and support communication materials such as videos, films, briefing documents, newsletters, case studies, press releases, infographics, banners, posters, and IEC tools.
- Support photography and videography production across all relevant sectors and activities.
- Provide feedback and editorial support to project officers on draft communication products.
- Translate written and oral content between English and Lao to ensure accuracy and cultural appropriateness.
- Ensure all communication content complies with CARE's ethical standards, technical quality, and branding guidelines.
- Support designing appropriate key messages relating to specific program interventions, for example IEC materials, campaigns, and key message development across a range of sectors.

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- Develop and maintain marketing materials and fundraising content including factsheets, capacity statements, and donor-facing communication materials.
- Contribute to the development and oversight of internal and external communication campaigns, including writing/editing content, coordinating design and print, securing approvals, and overseeing distribution.
- Maintain a library of communication materials and ensure systematic sharing across CARE and its partners.

10% of time

### 2. Social Media Management:

- Develop and maintain CARE Laos' social media presence with consistent, strategic, and engaging content across platforms.
- Regularly monitor, analyze, and report on social media performance to inform content and strategy.
- Coordinate the creation of tailored digital content (images, videos, stories) for social media outreach.
- Support to work closely with CARE Member Partners and donors in promoting CARE International in Laos and partners' work.
- Ensure regular digital engagement and content sharing with CMPs and donors.
- Collaborate with CMPs and donors to explore innovative and strategic digital approaches for visibility and fundraising.

20% of time

### 3. Media Relations Support:

- Build and maintain positive relationships with media practitioners and policy bodies in Laos.
- Facilitate timely and appropriate media coverage of CARE's work and projects.
- Prepare and distribute press releases, media kits, and other press-related content as needed.
- Contribute to CARE International in Laos national and international media engagement.
- Assist in organizing interviews and coordinating media during events and campaigns.
- Support the Emergency Response Team (ERT) in managing media relations during crises, including documentation and outreach.

20% of time

### 4. Internal Communications Support:

- Contribute to the development of CARE International in Laos Communication strategies, annual and monthly communication plans.
- Promote the internal sharing of stories, communication products, and success stories across CARE and with partner organizations.

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- Provide capacity building and training to CARE staff and partners in communication skills, media handling, and ethical storytelling.
- Act as the policy holder for CARE's communication and branding policies, ensuring compliance across all teams and partners.
- Support the development, maintenance and sharing of communication pieces and ensure that stories are shared and promoted within CARE International in Laos and its partner organizations.
- Contribute to maintaining strong internal visibility of program and operations achievements.

### 5. Event Support

10% of time

- Provide communication and visibility support for campaigns, events, donor visits, and field missions.
- Assist in planning, documenting, and promoting events through photography, videography, and content development.
- Coordinate with the media during events to ensure accurate and timely coverage.
- Support the line manager in organizing logistics and communications for donor and partner visits.
- Ensure all event-related materials and presentations comply with CARE's branding and visibility standards.
- Collect and organize event materials, including quotes, testimonials, and imagery.

### 6. Other Administrative & General Support

10% of time

- Support day-to-day administrative tasks for the communications department.
- Ensure adherence to CARE's financial, operational, and procurement policies in communication-related activities.
- Actively participate in emergency preparedness planning and deploy to support communication needs during emergency responses.
- Promote and uphold CARE's commitments to gender equality, diversity, child protection, and the Prevention of Sexual Harassment, Exploitation and Abuse (PSHEA).
- Foster a safe and secure working environment and promote awareness of CARE's safety and security policies.
- Strengthen collaboration between communications, program, and operations teams to improve overall coordination and communication flow.

**Qualifications (Know How)**

Indicate the minimum required level of education, experience, and skills necessary to qualify for the position and fulfill the organization's expectations for job performance. Also include the education, experience, and skills desired for the position.

**Education/Training**

E.g. high school diploma; college degree (specify major/minor); specialty (ex. Accounting). Include the following phrase when possible: "or equivalent combination of education and work experience."

**Required****EXPERIENCE AND QUALIFICATIONS:**

- At least have a higher diploma's degree in communications, media, journalism, marketing or any related field preferred
- At least 3-5 years of relevant work experience in communications in the development or private sector
- Good working knowledge in English and Lao language (fluent), and other ethnic languages would be advantageous.
- Strong interest in international development, communications, PR, and/or marketing
- Knowledge and skills on communications and media tools online and offline
- Familiarity with design and editing software is an advantage (Photoshop, Illustrator, Lightroom).

**Experience/Technical Skills**

Number of months/ years of previous professional experience in a similar position. Examples: languages; planning; budgeting; basic accounting; presentations; fundraising; training/facilitation, etc.

**Required**

- Excellent personal organizational skills, including time management, and ability to meet deadlines and work under pressure
- Ability to work collaboratively with colleagues across the organization developing effective working relationships to deliver outstanding results for children
- Commitment to and understanding of CARE's aims, values and principles
- The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience

**Desired**

**Problem Solving**

Click on each level (1, 2 or 3) below to indicate what level of problem-solving this position will face.

**Select Level:**

- ☒ 1. What has to be done and how to do it are clearly defined, and the incumbent will face identical or similar problem on a regular basis
- ☐ 2. What has to be done is known, but how to do it is not defined. The incumbent must use interpolative skills to pick and choose the right strategy to address a given problem.
- ☐ 3. Why things are done is known, but what has to be done and how to do it is not defined. : Situation are variable and the incumbent's response will involve analysis, problem definition, development of alternatives, and making recommendations. He or she will face and address problems that are typically non-recurring.

**Why does the position fall into this category?**

**Competencies**

CARE has 5 Core Competencies that all staff are expected to demonstrate and 2 Leaders Competencies expected of those in management and leadership positions.

Competency proficiency levels define the degree to which a person in a given job is required to demonstrate the competency through observable behavior.

The chart below provides guidance when assigning proficiency levels to jobs. This guidance should be used as a starting point.

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| ລະດັບ Level | ຄຳອະທິບາຍຄວາມສາມາດດ້ນພຶດຕິກຳທົ່ວໄປ<br>General competency behavior description  | ການຈັດປະເພດວຽກ<br>Job Classification | ຕຳແໜ່ງ/ເກຣດ Position/Grade  |
|-------------|--|--------------------------------------|---|
| ລະດັບ 1     | ພື້ນຖານ: ພຶດຕິກຳພື້ນຖານ.<br><b>Foundational:</b> Baseline behaviors.   | ວຽກສະໜັບສະໜູນ<br><b>Support</b>      | ແມ່ບ້ານ/ພະນັກງານຍາມ- Junior Officer<br>Cleaner/Guard – Junior Officer<br>(Grade A-C)        |
| ລະດັບ 2     | ຄວາມສາມາດ: ພຶດຕິກຳທີ່ສາມາດປະຕິບັດຕົວຈິງ.<br><b>Capable:</b> Practical application of the behaviors.  | ວິຊາການ<br><b>Professional</b>       | ພະນັກງານໂຄງການ-ທີ່ປຶກສາຂັ້ນອາວຸໂສ<br>Project Officer- Senior Advisor/Manager<br>(Grade D-H) |
| ລະດັບ 3     | ການສ້າງແຮງບັນດານໃຈ: ເປັນແບບຢ່າງ, ຝຶກສອນ ແລະ ສ້າງແຮງຈູງໃຈສາທິດໃຫ້ເຫັນພຶດຕິກຳ.<br><b>Inspirational:</b> Role models, coaches, and influences demonstration of the behaviors. | ຄຸ້ມຄອງ<br><b>Managerial</b>         | ຜູ້ອຳນວຍການ - ຫົວໜ້າອົງການ<br>Director- CD (I-CD)   |
| ລະດັບ 4     | ການຫັນປ່ຽນ: ຈິນຕະນາການ ແລະ ສ້າງສັນພຶດຕິກຳລຸ້ນຕໍ່ໄປ.<br><b>Transformational:</b> Envisions and innovates the next generation of the behaviors.                              | ບໍລິຫານງານ<br><b>Executive</b>       | ຫົວໜ້າອົງການ<br>CD  |

### A. Core Competencies

Please indicate at what proficiency level you expect this role to demonstrate each Core Competency. This may be used in performance conversations and as a guide for staff development.

- **RELATIONSHIP BUILDING** : 2. Capable

Develops internal and external trusting & professional relationships. Purposefully develops networks to build value through collaboration.

- **INCLUSION** 2. Capable

Contributes to an environment where all employees feel a sense of belonging, valued for their differences, and empowered to participate and contribute freely.

- **DYNAMIC LEARNING MINDSET** 2. Capable

Continuously seeks opportunities to learn, questions past approaches in the current environment, owns growth and learns from failure.

- **DELIVERING RESULTS** 2. Capable

Invests time in planning to achieve goals while meeting quality standards & demonstrating commitment.

- **COMMUNICATION** 2. Capable

Effectively and appropriately interacts with others to build relationships, influence, and share ideas. Uses tact, diplomacy & cross-cultural sensitivity to navigate difficult situations.

### B. Leadership Competencies

If this role is expected to manage direct reports, please indicate at what proficiency level you expect this role to demonstrate each Leadership Competency. This may be used in performance conversations and as a guide for staff development.

- **Strategic Leadership & Execution** 1. N/A

Applies vision to think beyond the immediate situation. Invests time in planning, discovery, and reflection. Ensures business goals are met by executing, monitoring, & adjusting.

- **PEOPLE LEADERSHIP** 1. N/A

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Inspires, motivates, & empowers people to achieve organizational goals. Coaches, mentors, and manages employee experience, and employee performance. Creates space for others to lead.

### C. Functional Competencies

Choose the top 3 Functional Competencies that this role must demonstrate to create the desired impact. There are many competencies that will fit the role, however, please think about the most essential skills needed for this position to succeed in their role. This may be used in performance conversations and as a guide for staff development.

| Competencies   | Proficiency Level |
|--|-------------------|
| 1. Ability to influence staff to understand the procurement policy and follow the donor rule & regulation. | 2. Capable        |
| 2. Effective communication with internal staff & partners together with the government counterpart.        | 2. Capable        |
| 3. Continuously seeks opportunities to learn new things, owns growth and learns from failure.              | 2. Capable        |

### Organization Structure

