

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

Position Title: Communication Assistant – Content Creation & Social Media	Date requested: 17 Nov 2025
Type of position:	Grade (for HR use only):
Department/Project Team: Communications	
WORK LOCATION: Vientiane Capital	Incumbent's name (if applicable):

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 **Communication Assistant – Content Creation & Social Media** will work closely with the communications Coordinator to provide technical, language, and coordination work required to development 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 briefing documents, newsletters, case studies, press releases, infographics, IEC tools, banners, and posters.
- 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 content complies with CARE's ethical standards, technical quality, and branding guidelines.
- Support the development of key messages for program interventions, campaigns, and outreach.
- Develop and maintain marketing materials and fundraising content (factsheets, capacity statements, donor materials).
- Contribute to internal and external communication campaigns (writing/editing content, drafting messages, coordinating approvals).
- Maintain and organize a library of communication materials for systematic sharing.

10% of time

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2. Social Media Management:

- Develop and maintain CARE Laos' social media presence with consistent and strategic content.
- Monitor, analyze, and report on social media performance to inform strategies.
- Coordinate creation of tailored digital content (images, captions, stories).
- Coordinate with CMPs and donors to align and promote joint messaging.
- Ensure regular digital engagement and content sharing with CMPs and donors.
- Support exploration of innovative digital approaches for visibility and fundraising.

20% of time

3. Media Relations Support:

- Support relationship building with media practitioners and policy bodies.
- Assist in preparing and distributing press releases, media kits, and press content.
- Track media coverage and organize media-related files.
- Support media engagement during events or campaigns.

20% of time

4. Internal Communications Support:

- Support implementation of CARE Laos' communication strategy and plans.
- Promote internal sharing of stories, success stories, and communication products.
- Support capacity building for CARE staff and partners (story writing, media handling).
- Ensure informed consent procedures are followed.
- Support internal visibility of program and operations achievements.

10% of time

5. Event Support

- Provide communication support for campaigns, events, donor visits, and field missions.
- Assist in documenting and promoting events through photos, videos, and content.
- Coordinate with media during events.
- Collect quotes, testimonials, and imagery for stories.

10% of time

6. Other Administrative & General Support

- Support daily administrative tasks of the communications unit.
- Ensure compliance with CARE's procurement, financial, and branding policies.
- Support communications work during emergency responses.
- Uphold CARE's commitments to gender equality, diversity, child protection, and PSHEA.

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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:

- Current student or recent graduate in communications, media, journalism, or related field.
- Good writing and translation skills in Lao and basic English.
- Interest in photography, videography, or graphic design (advantage).
- Familiarity with social media platforms.
- Positive attitude, willingness to learn, and ability to work as part of a team.

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

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

- **INCLUSION** 1. Foundational

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** 1. Foundational

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

- **DELIVERING RESULTS** 1. Foundational

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

- **COMMUNICATION** 1. Foundational

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.	1. Foundational
3. Continuously seeks opportunities to learn new things, owns growth and learns from failure.	1. Foundational

Organization Structure

