

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 – Graphic Design & Videography	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 – Graphic Design & Videography** 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. Design & Production:

- Design communication materials including banners, posters, factsheets, social media graphics, IEC tools, event visuals, and campaign materials.
- Lead video and film editing for project documentation, campaigns, and donor visibility.
- Ensure all designs and videos align with CARE's branding and visibility guidelines.
- Support the creation of infographics, illustrations, and layout designs for print and digital use.
- Maintain design assets, templates, and branding materials for team use.

10% of time

2. Videography & Photography:

- Capture high-quality photos and videos during field activities, events, and donor visits.

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- Edit raw footage into final video products (short clips, highlight videos, interviews, documentary-style videos).
- Ensure safe, ethical, and culturally appropriate visual storytelling.
- Manage and update the photo and video library with proper tagging and organization.

3. Social Media & Digital Content Support:

20% of time

- Produce visually engaging content for social media (short videos, reels, animations, graphics).
- Collaborate with the Content Creation Assistant to ensure strong visual and written alignment.
- Prepare digital materials for CMPs and donors based on branding and visibility requirements.

4. Media & Visibility Support:

20% of time

- Prepare visual packages (photos, video clips, graphics) for press releases, media kits, and donor communications.
- Support media coordination during events by providing documentation and visuals.
- Ensure all visibility materials meet donor requirements.

5. Event Documentation & Visibility:

10% of time

- Provide photography, videography, and design support for campaigns, workshops, and donor visits.
- Develop event visuals (presentation design, backdrops, banners, social media cards).
- Support live updates by capturing video and photo content.

6. Administrative & General Support:

10% of time

- Support procurement and preparation of branded materials and visibility items.
- Ensure proper backup and filing of all visual materials.
- Adhere to CARE's operational, financial, and visibility compliance requirements.
- Support emergency documentation during crisis responses.
- Promote safe working practices and uphold PSHEA, gender equality, and child protection principles.

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

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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:

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- ☐ 1. What has to be done and how to do it are clearly defined, and the incumbent with 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

