

BASIC INFORMATION

SITUATION by (date):	16 June 2022
Name of Job holder:	
Category and grade (of present Job holder):	AL-2
N° of the post:	Sysper No. 157324
Job Profile	Press and Information Officer Cultural activities and public diplomacy

Specialist knowledge (know what)

- Good knowledge of the European Union and its main policies
- Familiarity with the Thai media landscape
- Well-developed sense for engagement with journalists
- Familiarity with the cultural scene in Thailand and EU Member States' cultural institutions
- Experience in the organisation of events
- In depth working experience in the development and use of information systems, having full knowledge of the latest technological developments, including social media platforms
- Understanding of the political sensitivities in a diplomatic working environment
- Experience in budget management

Further details on the job framework, on the job content and on the job requirements are given on the second page.

JOB PROFILE	JOB REQUIREMENTS
<p style="text-align: center;">JOB FRAMEWORK</p> <p>Job Title: Press & Information Officer Job location : EU Delegation Bangkok Area of Activity: Political, Press and Information Section Category : AL Situation : As indicated in the “Basic Information”</p> <p style="text-align: center;">JOB CONTENT</p> <p>Overall purpose : Will contribute to promoting the image of the European Union, the knowledge of its policies in Thailand and of EU-Thailand relations.</p> <p>Functions and Duties :</p> <p><i>Media</i></p> <ul style="list-style-type: none"> • Liaise with Thai and foreign media. • Draft and distribute press releases and respond to media enquiries. • Make a daily selection and summary of main items in Thai press. • Organise activities to maintain and increase good relations with Thai and foreign media including press conferences, media seminars, photo contests, press trips to Brussels, etc. • Manage publication requests/purchases/subscriptions and respond to public enquiries. • Manage Press and Information budget. <p><i>Outreach</i></p> <ul style="list-style-type: none"> • Serve as an administrator of the Delegation's website and social media platforms in Thai and English and ensure that online contents are up-to-date. • Produce information & promotional materials, from developing concept to dissemination (e-newsletter, brochures, reports, photo exhibitions, testimonial videos, gadgets, etc.). • Organise lectures, conferences and exhibitions, mainly with universities, but also with think tanks, other Thai institutions or other international organisations. • Oversee visibility of EU-funded projects in coordination with other Delegation sections. <p><i>Public diplomacy and event organisation</i></p> <ul style="list-style-type: none"> • Organisation of cultural and public diplomacy activities, including negotiations with service providers and budget management. • Be a focal point for publicity of the major events of the Delegation including visits by key EU officials, project launches, exhibitions and similar events. • Organise public diplomacy events especially on culture and education in coordination with internal and external partners including EUMS, such as Erasmus+. • Organise quarterly cultural counsellors meetings with EUMS. <p><i>Reporting</i></p> <ul style="list-style-type: none"> • Prepare written reports and presentations in English and Thai. • Contribute to Press and Information work-plan and annual reports. 	<p>EDUCATION AND TRAINING He/she must hold a University degree that is relevant for the function he/she is asked to perform. A post-graduate degree in Political Sciences and/or Communications would be a useful asset.</p> <p>EXPERIENCE He/she must have at least 3 years of working experience in the topics related to the specific field that he/she is asked to cover. Working knowledge of the European Union, its main policies, treaties and legislation and functioning is a valuable asset. Working experience in or with Southeast Asia is also an asset.</p> <p>KNOWLEDGE</p> <p><u>Specialist knowledge (know what)</u> As indicated on the “Basic Information” sheet</p> <p><u>Technical knowledge (know how)</u></p> <ul style="list-style-type: none"> • Computer literate (and knowledge of commonly used programs such as Word, Excel, MS Project, PowerPoint, etc.). • Graphic skills (such as video editing, Photoshop, etc.). • Ability to manage social media (Facebook, Twitter, etc.). <p>SKILLS</p> <p><u>Linguistic skills</u></p> <ul style="list-style-type: none"> • Excellent command of English (written and spoken). • Excellent command of Thai (written and spoken). • Working knowledge of other EU official languages (read and spoken) is an asset. <p><u>Communication skills</u></p> <ul style="list-style-type: none"> • Excellent communications skills with external and internal contacts. • Ability to produce tailor-made contents for the main social media platforms. <p><u>Interpersonal skills</u></p> <ul style="list-style-type: none"> • Ability to work as a team member with good inter-personal skills. • Ability to work in a multicultural environment. • Good presentation skills an asset. <p><u>Intellectual skills</u></p> <ul style="list-style-type: none"> • Fully independent in report reviewing/writing and drafting of official correspondence where diplomatic etiquette is essential. • Capable of clearly, efficiently and effectively conceptualising ideas and approaches. • Capable of producing high quality results within often tight deadlines. • Understand protocol and tone needed in a diplomatic working environment. <p><u>Management skills</u></p> <ul style="list-style-type: none"> • Capacity to focus on priorities and to organise work to deliver on time. • Ability to negotiate at all levels in a multicultural and multilingual environment. <p>PERSONAL QUALITIES</p> <ul style="list-style-type: none"> • A keen interest in promoting cooperation between the EU and SE/Asia. • The job might involve some travelling both within Thailand and abroad.