

Terms of Reference

1. POSITION DETAILS

Position Title	:	Media Assistant
Contract Period	:	1 year, (Renewable based on performance and availability of fund)
Reports to	:	Programme Manager
Location	:	APCOM Secretariat Bangkok, Thailand

2. ABOUT APCOM

APCOM is a not-for-profit regional organisation based in Bangkok, Thailand, representing and working with a network of individuals and community-based organisations across 38 countries in Asia and the Pacific.

APCOM works to improve the health and rights of gay men, other men who have sex with men and SOGIESC people across Asia and the Pacific.

APCOM has a primary focus on HIV because it is a key health issue for gay men and other men who have sex with men in the region. APCOM also address other related health issues for our communities such as sexual health, mental health and drug use.

APCOM also focuses on improving relevant human and legal rights across the region as discrimination, stigma, criminalization and exclusion impact on the health outcomes of the communities we serve.

3. ROLES AND RESPONSIBILITIES

The Media Assistant is expected to work across APCOM's Programme Unit and Operations Unit to support and maintain internal and external communications of the organisation. Working with the Programmes Unit, the position will also support APCOM's corporate communications and the execution of the communication components of the implementation of other APCOM's projects as per approved work plan and budget.

3.1. COMMUNICATIONS AND MEDIA

The scope of work of this position includes, but is not limited to, the following activities:

1. Manage and administer APCOM's communication assets (webpage, e-newsletter, Facebook page, etc) to enable strategic and effective communication between APCOM and its partners in the region;
2. Develop marketing assets as well as managing and administering APCOM's marketing channels (website, Facebook ad, Google Adwords, etc) to promote and/or disseminate projects' profile and activities, knowledge products, events, resource mobilisation, recruitment, etc.
3. Assist in developing communication plans for events and new projects
4. Maintain and ensure the organisation's branding clarity and consistency
5. Provide support in developing, writing/copyediting and/or sourcing of content for APCOM's The Source (online knowledge hub) as well as for APCOM's social media platforms (Facebook, Twitter, and YouTube)
6. Provide support in writing/copyediting press releases, news articles and content marketing for APCOM's newsletter and website as well as external media/news outlet
7. Assist in media liaison
8. Assist in developing APCOM's Annual Report and other corporate communication documents/collaterals

9. Assist in creating visual products based on text-based knowledge products and other strategic evidence (i.e., static/kinetic infographic, PSA video, vox pop video, etc)
10. Managing visual documentation of projects' activities and events
11. Overseeing the management and maintenance of APCOM's Nation Builder contact database of regional partners, country partners, stakeholders, funders/donors, media contacts;
12. Assisting in other duties directed by Executive Director.

3.2. INSTITUTIONAL

A. Work Environment:

1. Encourage team environment within the workplace.
2. Team members help each other succeed by providing expertise on different projects and duties to accomplish the each other's objectives and reach organisation's goals.
3. Actively cultivate working environment which strengthen relationship, trust and teamwork, and increase knowledge and understanding amongst the staff (e.g. initiating informal learning groups, breakfast discussions, organising out-of-office or recreational activities, etc.)

B. Strategic Direction:

1. Participate in and contribute to organisational reviews to identify strengths and gaps and to evaluate overall organisational effectiveness in achieving its Strategic Framework: TENACITY 2018-2020;
2. Actively contribute recommendations based on lessons learned in implementing projects, and observed emerging regional and global trends in funding landscape and advocacy
3. Lead in, participate and contribute to fund mobilization efforts including through proposing innovative ideas for potential projects, or identifying advocacy or intervention gaps at country or region level where APCOM can address;
4. Regularly update the organisation's directory of partners at all levels and actively seek out missing information
5. Actively seek out information on programming and interventions, and changes on trends at country levels;

C. Communications and Engagements:

1. Develop and/or contribute content to promote organisation's projects and activities in monthly Newsletters, social media platforms and e-list serves;
2. Actively seek out, establish, and maintain effective relationships with communities and networks of key populations, civil society organisations, technical institutions, and relevant stakeholders at country and regional levels;
3. Grow and leverage relationships and partnerships with communities and networks of key populations, civil society organisations, technical institutions, and relevant stakeholders at country and regional levels, which can contribute to the strategic direction of the organization;
4. Duly represent APCOM in meetings, technical working groups, and conferences in the areas of research and strategic information, demand generation and behavioral change communications, human rights and SOGIESC, and capacity building and technical assistance;

4. KNOWLEDGE AND SKILL REQUIREMENTS

Education:

A university degree in communications, marketing, journalism, development studies or other related studies

Experience:

- A minimum of two-year working experience as media officer or communications officer or any other related positions
- Possessing a good understanding of issues confronting men who have sex with men (MSM), transgender women, the LGBT community, young people and/or other marginalized groups;
- Possessing strong digital and offline marketing working experience;
- Professional experience in communication and interpersonal relationships;
- Strong organisational and programmatic skills;
- Experience working as a graphic designer;
- Sensitive to multicultural working environment;

Technical Skill:

- Fluency in managing social media platforms (Facebook, Twitter, YouTube) and other related supporting applications, including their analytic platforms
- Fluency in managing and maintaining Wordpress-based website, including basic knowledge of HTML language
- Expertise on Facebook advertising, Google Adwords and other marketing channels
- Able to take initiative and work well independently and as part of a team;
- Strong digital and offline marketing and advertising skills;
- Strong communication and interpersonal skills;
- Proficiency in using Mailchimp and SurveyMonkey
- Proficiency in using Google Analytics
- Knowledge of Nation Builder

Language:

Demonstrated high proficiency in both Thai and English (reading, writing and speaking)

Although not essential, APCOM encourages applicants from Asia and the Pacific to apply. It is strongly recommended that applicants identify as one of the key affected populations for HIV (gay man, bisexual man, MSM, transgender person and/or people living with HIV) or LGBTIQ.

Approved

Executive Director

September 2019

PREPARING YOUR APPLICATION:

If you think you have the passion, skills and qualifications for this position and would like to join our team please prepare your application by addressing each point listed in section 4 'Knowledge and Skill Requirements' in the above position description/brief in your cover letter. You are required to state how your skills, knowledge, experience and qualifications relate to the position. It is recommended that you address each criterion separately in point form. You should use statements with examples that clearly demonstrate your competency in a particular area.

Applicants who fail to demonstrate that they meet the requirements and failure to submit the concept note will not be invited to attend an interview.

Please attach this **application** along with **your CV, covering letter stating your proposed monthly rate** and submit to the APCOM Secretariat by emailing JoinUs@apcom.org **no later than** (*please see closing date on APCOM's website*).

The completeness and relevance of your application will determine whether or not you are called for an interview. Where a large number of applicants meet the essential and desirable requirements, only those applicants who most strongly meet the requirements will be selected for interview.

SUBMISSION CHECKLIST:

Please ensure that you have attached and included the following information to ensure your application is complete.

- CV with 3 references
- Application addressing each point listed in Section 4 'Knowledge and Skill Requirements'
- Cover Letter (Please explain how you meet the qualifications outlined in this Terms of reference, and why you consider yourself appropriate for the role. Please include proposed monthly salary in Thai Baht)