

Regional Communication Officer
OIE Regional Representation for Asia and the Pacific

Salary: 490,000 JPY / month

Duration: One (1) year, renewable

Context:

The World Organisation for Animal Health (OIE) is the intergovernmental organisation responsible for improving animal health, veterinary public health and animal welfare worldwide, as well as for ensuring transparency of the global animal disease situation. The standards it develops for the trade of live animals and products of animal origin are recognized by the World Trade Organization as reference international sanitary rules www.oie.int.

The OIE, then known as the « *Office internationale des épizooties* », was created on the 25th of January 1924. Its Headquarters are based in Paris. It comprises 182 Member Countries and is present on all continents through 13 Representations. The OIE maintains permanent relations with over 71 international and regional organisations.

The OIE Communication Department covers corporate communication, social media, marketing, multimedia campaigns, events, media relations and the OIE's networks. The Department activities are aimed at a wide range of target audiences, technical and non-technical. It works in close liaison with the scientific and technical departments of the Organisation. Its work also focuses on strengthening communication capacities of OIE staff and member countries.

In Asia and the Pacific, the OIE has two Representations: the Regional Representation for Asia and the Pacific, based in Tokyo, Japan, covering the 32 OIE Members in the region and the Sub-Regional Representation based in Bangkok, Thailand, covering specifically the 10 OIE Members of South East Asia. They provide regionally adapted services to enhance the capacity of national Veterinary Services to implement the OIE standards and guidelines for securing animal health and welfare.

In recent years, OIE's communication and coordination needs in Asia and the Pacific region has dramatically increased in its scope and volume including digital communication (in particular OIE Regional website), event promotion, relations with the OIE's networks and internal communication.

Positioning and reporting

Under the authority of the OIE Director General and the direct supervision of the OIE Regional Representative for Asia and the Pacific, in close collaboration with the OIE Sub-Regional Representative for South East Asia and the Global Communication Department and the Regional Activities Department, based at the OIE Headquarters in Paris.

Job purpose

The Regional Communications Officer optimises awareness of the OIE and understanding of its mandate by ensuring communication around its regional activities. He/she is responsible for developing and implementing regional communication strategies to promote the OIE activities, in line with the global communication vision. He/she is in charge of producing or coordinating the production of regional communication tools aligned with target groups and raising awareness of both general public and technical audiences. Further, the Officer will support internal communication and coordination between the Regional Representation and Sub-Regional Representation in Asia and the Pacific Region and the OIE Headquarters.

Missions and activities

Develop communication strategies in Asia and the Pacific Region in line with the OIE global communication vision

- Work closely with regional colleagues to ensure being fully conversant on the OIE regional mission and activities;
- Engage closely with the colleagues of the Communication Department to ensure alignment with the OIE global communication vision;
- Assess the communication needs in the region;

- Develop communication strategies to cover these needs; identifying target groups, messages, channels and timeframe for implementation;
- Contribute to the development of a regional communication budget and ensure budget follow-up;
- Develop and use key performance indicators to monitor the implementation of the communication activities.

Deploy various communication media to disseminate core messages

- Define dissemination strategies with a PESO marketing approach, including objectives, timelines, messages and channels;
- Propose and support the design, development and introduction of innovative communication tools and materials for digital distribution (data storytelling, innovative narratives, interactive infographics, etc.);
- Manage and participate in the development of written material on regional activities (stories of the regional countries, social media messages, articles, concept notes, factsheets, leaflets);
- Assess the regional website in terms of readability, visibility and accessibility;
- Keep the content of the regional website updated, in coordination with the regional colleagues, and follow up on technical updates needed;
- Coordinate joint communication activities with partners at regional level;
- Coordinate/support expert consultations, facilitate meetings and workshops;
- Engage regional networks to ensure adequate outreach and provide proposals to increase the outreach scope at regional level;
- Develop a regional network of media professionals, bloggers, influencers and journalists, as well as formal media outlets (print and digital) who could help disseminate and support the OIE messages.

Oversee development of communication materials by external providers

- Develop terms of reference and technical specifications for external providers to develop communication materials;
- Contribute to the selection and contracting of external suppliers;
- Coordinate the work by the contracted supplier;
- Ensure delivery of products within agreed timeframe and to specification including budget;
- Identify the needs and develop/maintain a roster of communication consultants and service providers.

Design and implement risk communication capacity building activities

- Plan and coordinate risk communication capacity building activities for OIE Members in the region;
- Plan and coordinate risk communication capacity building activities for OIE staff members

Support internal communication and coordination between OIE HQ, Regional Representation and Sub-Regional Representation in Asia and the Pacific Region

- Facilitate internal communication and coordination between the regional offices and headquarters;
- Contribute to scheduled reporting requirements of OIE regional staff and offices;
- Assist in editing and formatting reports and presentations for better readability and overall presentation.

Any other tasks assigned by the Regional Representative

Qualifications and Experience

Required qualifications

- Training or experience in the field of communications;
- Experience working internationally or in multi-cultural environment;
- Experience in communication projects management;
- Experience in developing and delivering digital communication products;
- A postgraduate diploma in communications, public health or animal health.

Additional experience

- Experience in public health and/or veterinary public health
- Experience of working in Asia and the Pacific Region
- Experience of working for an international organisation or company

Requirements

Technical skills

- Fluency in spoken English and excellent writing skills in English
- Strong editorial skills
- Strong computer skills in a Microsoft environment, including Word, Excel, PowerPoint and Outlook, as well as a good knowledge of Adobe Acrobat
- Familiarity with multimedia production tools (design software, video editing, and other visual digital technology)
- Proficiency in web-based applications (WordPress) and digital platforms (such as Mailchimp, Survey Monkey)

Additional skills

- Proficiency in Japanese or another Asian language is an asset
- Excellent proofreading and editing skills is an asset

Interpersonal skills

- Friendly and professional demeanour
- Excellent communication skills
- Accuracy and attention to details
- Willingness and ability to work in a multi-cultural environment with sensitivity and respect for diversity
- Proven effective organisational skills and ability to handle work in an efficient and timely manner, defining priorities and meeting deadlines

Working conditions

Overseas travel abroad is expected occasionally
25 days annual leave

General information

The OIE places high value on a multicultural and positive work environment.

This is a full-time position at the OIE Regional Representation in Tokyo (Japan) that is available from 1st April 2021.

The office of the OIE Regional Representation is located in the campus of the University of Tokyo, whose address is: 1-1-1 Yayoi, Bunkyo-ku, Tokyo 113-8657, Japan

If you are interested in the position, please complete your application online **by 17 March 2021 at the latest** by clicking on the link below.

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