COMMUNICATIONS AND KNOWLEDGE MANAGEMENT MANAGER

TERMS OF REFERENCE

BACKGROUND

MI is an intergovernmental organization that contributes to regional cooperation and integration through capacity development, dialogue, and advocacy for the acceleration of sustainable socioeconomic development and poverty alleviation in the Greater Mekong Subregion (GMS).

Founded and represented by Cambodia, P.R. China, Lao PDR, Myanmar, Thailand, and Vietnam, MI’s strategies are aligned with the core tenets of the GMS Cooperation Program Strategic Framework 2030, ASEAN Economic Community, and the 2030 Agenda for Sustainable Development.

MI supports these frameworks through the implementation of projects across the areas of Agricultural Development and Commercialization, Trade and Investment Facilitation, and Sustainable Energy and Environment, while addressing issues of social inclusion and vulnerability, digital economy and innovation, and labor mobility to cement holistic and sustainable development impacts in the subregion and beyond.

POSITION

We are seeking a Communications and Knowledge Management (CKM) Manager for the CKM Unit under the Greater Mekong Community Affairs (GMCA) Department.

Under the supervision of the GMCA Director, the CKM Manager will serve as the main focal point for internal and external communications of the intergovernmental organization. H/She has the overall responsibility of developing and implementing visual identity and branding guidelines, communication strategies and plans, as well as identifying key messages, conceptualizing and organizing official events, and releasing compelling narratives on the development impacts of MI’s programs, institutional strengthening efforts, and partnership building initiatives.

In addition, the Communications Manager is tasked to oversee MI’s knowledge management, as well as maintain the organization’s digital platforms and media relations to broaden visibility outreach and support broad-based engagement. H/She will also provide support to the Office of the Executive Director (OED) and program departments in relation to program activities, project proposal development, and other content-forming initiatives that are within CKM responsibilities.
MAIN DELIVERABLES, RESPONSIBILITIES, AND TASKS

Key Deliverables
1. Development and implementation of MI’s Communications Strategy and Plan
2. Quality institutional materials and activities, including their alignment with MI’s official branding, visibility, and messaging
3. Knowledge management, including the supervised maintenance of the MI alumni database and E-learning page
4. Active digital platforms and channels such as the MI website and social media pages
5. Roll out of official MI activities in coordination with OED and program departments

Main Responsibilities and Tasks

Materials and activities listed below will be co-developed and implemented in collaboration with the CKM team and program departments.

1. **MI Branding, Messaging, and Institutional Reporting.** Ensure timely and quality development and design of institutional materials such as the monthly *E-Briefing*, bi-annual *Mekong Connection*, annual report, calendars, briefing notes, and other related documents. This also includes the provision of institutional templates, which cover the official PowerPoint presentation, training banners, and report covers for public release.
2. **Quality Control of MI Materials.** Ensure the quality of English-written materials such as press releases, terms of references, success stories, activity announcements, institutional reports, among others, by editing these before public release—unless specified otherwise by program departments.
3. **Advocacy and Awareness.** Develop content such as brochures, project snapshots, as well as other visual materials that can range from infographics to banners.
4. **Budget Management.** Prepare the CKM annual and revised budgets, as well as budget proposals according to MI policy and procedure.
5. **Human Resource Management.** Provide capacity development support to CKM team members so they may competently and efficiently fulfil their role and tasks, as well as instil team spirit so they can contribute to the organization’s goals. In addition, conduct mid-term and annual staff performance review.
6. **Digital Communications and Social Media.** Maintain MI’s website and social media sites through regular content development, posting, and monitoring.
7. **Knowledge Management.** Support the continuous sharing and feedbacking of internal information through the facilitation of knowledge sharing sessions, the management of databases that are within the scope of the CKM Unit, and the archiving of communication materials.
8. **Events and Campaigns.** Conceptualize, organize, and document institutional activities and online/on-site events/platforms such as forums, seminars, meetings, and events to promote strategic interests, priorities, transparency, and advocacy.
9. **Media Relations.** Develop and maintain contact information and relationships with media representatives.
10. **Monitoring and Evaluation.** Monitor and evaluate impacts of communication strategies, materials, and tools, as well as events/campaigns for reporting to the Executive Director, GMCA Director, Governing Board, and donor partners.
11. Perform other related tasks, as assigned by the Executive Director and GMCA Director.
REQUIRED QUALIFICATIONS, SKILLS, AND EXPERIENCE

Essential
1. Master’s degree in communications, journalism, knowledge management, or any other related field
2. Excellent English writing, speaking, and comprehension skills, with the ability to reframe complex technical concepts into accessible terms for the public
3. Ability to manage teams that deliver communication and knowledge management services
4. Proficient public speaking, facilitation, and presentation skills
5. Able to work in a team and to coordinate with others
6. At least 10 years of experience in development communications or communications management, ideally in an international setting
7. Willingness to live and work in Khon Kaen, Thailand
8. Willingness to travel within the GMS, if required

Desirable
1. Strong knowledge of GMS and development issues
2. Proficiency in at least one GMS language is an asset

APPLICATION PROCESS
Interested applicants who meet the qualifications and requirements of the position can email his/her CV and cover letter to recruitment@mekonginstitute.org by September 12, 2021 under the subject heading “CKM Manager.” Only shortlisted candidates will be contacted.