

Senior Media and Communications Officer – Vientiane – April 2024

AGENCY	Department of Foreign Affairs and Trade
POSITION NUMBER	VT019
POSITION TITLE	Senior Media and Communications Officer
CLASSIFICATION	LE-5
SECTION	Policy and Programs
REPORTS TO (TITLE)	Second Secretary Policy and Development

About the Department of Foreign Affairs and Trade (DFAT)

The role of the Department of Foreign Affairs and Trade (DFAT) is to advance the interests of Australia and Australians internationally. This involves strengthening Australia's security, enhancing its prosperity, delivering an effective and high-quality overseas development program and helping Australian travellers and Australians overseas. DFAT provides foreign, trade and development policy advice to the Australian Government. It also works with other Australian government agencies to drive coordination of Australia's global, regional and bilateral interests.


About the position

Under limited direction, the Senior Media and Communications Officer develops media and public diplomacy strategies, assists with the delivery of public diplomacy events, and manages social media strategy and platforms. The position also monitors, disseminates, and responds to local media and develops and maintains networks with key Lao and English language journalists.

The position supports a broad development assistance agenda at the Embassy and an expanding bilateral relationship including communications and public diplomacy activities which support diplomatic relations between Australia and Laos.

The key responsibilities of the position include, but are not limited to:

- Contribute towards the development of the Embassy's broader public diplomacy strategy and related activities, and support the Embassy's press engagement.
- Lead on the Embassy's digital communications channels (Embassy website and Facebook account) and proactively identify opportunities for social media content creation and engagement.
- Engage with DFAT headquarters, other Australian embassies in Southeast Asia, managing contractors and other relevant stakeholders in support of public diplomacy and social media activities.
- Design a range of different communications products including posters, brochures, leaflets, video clips for social media and broader public diplomacy events.
- Under direction, prepare, organise and assist with the planning, operational and logistic elements of events such as embassy functions, receptions and other forms of official hospitality.
- Draft and translate correspondence, reports, emails, media releases, speeches in English and Lao.

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- Liaise and develop the Embassy's media networks with key journalists based in Laos and maintain a contact database.
 - Monitor Lao national and regional media (press, TV, radio, multimedia) reporting on developments and attitudes toward Australia and Australian Government policies.
 - Assist with organising interviews and other media conferences and briefings, maintain regular contact with senior Lao and international media representatives and provide interpretation and translation services as required.
 - Assist with event planning, logistics, appointments and other elements of visit programs in preparation for, and during, visits to Laos by Australian Government Ministers, senior Government representatives, Australian media and other prominent Australians.
 - Manage public diplomacy e-mail inbox, including distributing items to relevant work areas, and responding to enquiries relating to public diplomacy.
 - Accompany Embassy officers on provincial visits, as required.

The type of qualifications and experience we are looking for:

1. Tertiary qualification preferably in media or communications.
2. Relevant experience in communications and public relations.
3. High level written and oral fluency in English and Lao.
4. Experience working in with social media platforms and an ability to draft innovative content and improve digital engagement.
5. Strong organisational skills and an ability to prioritise and meet tight deadlines.
6. Ability to work well independently within a small and busy team.
7. Strong capacity to exercise discretion and judgement and excellent attention to detail.

APPLICATION INSTRUCTIONS

Required submitted documents.

- A copy of your **resume**. Your resume should be **no more than three pages** and should include **the contact details of two professional referees**. Do not include copies of certificates or referee reports with your application.
- A written **statement of purpose**. Your statement of purpose should be **no more than 1000 words** and it should summarise your motivation in seeking the position as well as demonstrate your capacity to fulfil the job's responsibilities.

Applications must be submitted by **Tuesday, 30 April 2024 at 5:30 PM**.

Applications can be sent by post: HR Section
 Australian Embassy
 P O Box 292
 Vientiane

Or sent by email: HR.Vientiane@dfat.gov.au

Or delivered to the Embassy: KM4 Tha Deua Road
 Watnak, Sisattanak

The Australian Embassy is an equal opportunity employer; all applicants will be considered on their merits and only shortlisted applicants will be contacted.

Applicants who are ranked suitable by the selection panel will be placed on an eligibility list for 12 months and may be considered for similar vacancies that arise before June 2025.

OTHER ELIGIBILITY & REQUIREMENTS

All employees at the Australian Embassy are subject to satisfactory medical and security vetting. Applicants must be able to work as a locally engaged staff member at a diplomatic mission, possess a valid passport and a driver's license or be able to obtain a valid passport and a driver's license, and be willing to travel within Laos, regionally and internationally as required.