

As an international cooperation enterprise for sustainable development with worldwide operations, the government owned Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH operates on behalf of German Ministry of Environment. GIZ has a record of more than 60 years working in Thailand.

For the currently active two regional projects “Collaborative Actions for Single-Use Plastic Prevention in South-East Asia (CAP SEA)”, implemented in Thailand, Malaysia and Indonesia, and “Sustainable Consumption and Production Outreach (SCP Outreach)” implemented in cooperation with Thailand, in Cambodia, Laos, Myanmar, Vietnam and Bhutan, we are looking for a Public Relation (PR) and Knowledge Management (KM) coordinator.

Public Relation (PR) and Knowledge Management (KM) coordinator

SCP Outreach: The project supports the development and implementation of environmental labels (EL) and Sustainable Consumption and Production (SCP) patterns, in particular in the field of sustainable public procurement (SPP) in five Asian developing countries with the support of Thailand. SCP patterns help to reduce greenhouse gas emissions and improve resource efficiency along the value chain.

The project activities focus on strengthening institutions, subject-specific training courses, knowledge transfer, awareness raising and designing integrated solutions for Environmental Labeling and GPP. Activities include the organization of regional knowledge-sharing between the various implementation partners within the ASEAN Economic Community (AEC).

The SCP Outreach project builds on the experiences and knowledge of the Advance SCP project (phased out as of 12/2020). A follow-up phase is planned with similar focus (i.e. SPP and EL) as of 2022 with the upcoming Scaling SCP project implemented in Thailand, Malaysia, Indonesia and the Philippines.

CAP SEA: Existing production and consumption patterns in Southeast Asian countries are based on a largely linear raw materials economy in which plastic materials are poorly managed and disposed as waste after a short period of use. The widespread use of single-use plastic (SUP) contributes significantly to the entry into and pollution of water and sea. Low raw material prices, counterproductive incentive systems, a lack of awareness and a lack of alternatives are main reasons for the rapidly growing disposed SUP.

The overall impact of industry initiatives to reduce or properly collect and recycle packaging materials has been limited. SUP prevention business models have low potential for upscaling, mainly due to market-failure. Experiences from abroad demonstrate that private sector initiatives need to be embedded in a conducive regulatory framework to develop impact. Partner countries have recognized this and start introducing circular economy (CE) principles along the plastic value chain. Legislative, regulatory, branch-specific interventions at local level and cooperation with the private sector are critical preventing SUP and preparing the plastic economy for circularity.

At national level participating government agencies and private actors are National Science and Technology Development Agency (NSTDA), the Pollution Control Department (PCD), the Thai Industry Standard Institute (TISI) and the Federation of Thai Industry (FTI). The project’s secretariat is run by the Thai Environmental Institute (TEI) and international expertise is provided by the German Öko-Institute. At local level the project supports the island of Phuket to pilot SUP prevention involving the private sector. The project is component of a global project headquartered in Germany.

The Public Relation and Knowledge Management coordinator is responsible for:

- autonomously coordinate and implement activities in relation to PR and KM for all SCP projects in all countries in close cooperation the project’s country teams and the management.

- responsible for building and maintaining a positive image for our company, i.e. promote GIZ as a competent SCP development actor. Thus, the PR is mainly targeting the German/international public and private donors, including foundations, as well as regional development stakeholders, active in similar fields via existing media formats.
- to a lesser extent promote the projects to the local (i.e. all countries) and German public via HQ, country office's and embassy's media outlets.
- coordinate the KM of the projects, a rather multi-dimensional responsibility, including:
 - establish vertical and horizontal KM in the projects, i.e. peer-learning events and networks, as well as conferences and regional KM events;
 - develop regional or global knowledge products, including GIZ and government publications;
 - establish KM between projects and within GIZ or the actor landscape, including SCP cluster cross-project learning, cross GIZ and development actors KM;
 - establish KM in the implementation partner structures, e.g. standard training modules, and training of trainers;
 - support KM in the CAP SEA pilot project in Phuket, particular by supporting the public campaign on SUP prevention.

The PR and KM coordinator is responsible for:

A. Tasks

1. Public Relations Responsibilities

The PR and KM coordinator

- respond to requests for information release or press conference from the media, including writing press releases and other media communications;
- updates and maintains web content on GIZ webpage, as well as GOB outlets;
- liaises with partners and consultants to develop communication materials, including newsletters, website contents and other outreach activities;
- establishes and maintains relationships with implementation partners, the wider regional SCP community, and public interest groups;
- plans and implements the development of workstreams to maintain favourable donor and stakeholder views of the project's objective and accomplishments;
- confers with managers to identify PR needs and provides advice on business decisions.

2. Knowledge Management Responsibilities:

The PR and KM coordinator is

- supports the managers to develop their projects' KM workstreams, including strategy, action plan and support to implementation;
- develops specific activities in partner institutions for peer-learning and knowledge management, such as community of practices, training manuals and training-of-trainers;
- in cooperation with regional teams ensures synergies (resp. prevents overlaps) of projects with other national, regional and international programmes, projects, networks, such as SWITCH Asia, RethinkingPlastic, APRSCP, Consumer International, OnePlanetNetwork, GEN, other GIZ projects, etc;
- represent the projects and GIZ and facilitates national and international events;
- prepares and coordinates quality documents, including project deliverables and GIZ publications;
- draws up meeting and workshop reports and prepare presentation documents (i.e. power points);
- ensures proper documentation of projects e.g. through DMS and related tools;
- formulates appropriate input for programme reports including annual reports, and contributes to other reports required by the management and GIZ Head Office;
- assists with research activities and studies which benefit the projects.

3. Administration

The PR and KM coordinator is

- develops autonomous contract and manages with third parties' PR and KM cluster functions, such as editing, translation, graphic design, IT support for blended WS implementation, facilitation and similar;
- enables collaborative development projects result- based monitoring and other management tools for the efficient and effective implementation of the project;
- organises the day-to-day operational management of the projects' PR and KM, including timely and quality provision of deliverables, facilitation and coordination of short-term experts.

4. Other related tasks

The PR and KM coordinator is

- closely coordinating and regular communicating with the manager (i.e. team meeting and/or Jour Fixe) to consult, reflect and jointly develop the KM and PR strategy of the projects;
- developing collaborative relationships with national partners, including agencies and line ministries, academia, civil society organizations, and other relevant national and international organizations;
- actively contributing to GIZ TH/MY internal knowledge management structures, such as clusters, relevant working groups, country planning, etc.

B. Required qualifications, competences and experience

Qualifications

- Bachelor degree in journalism, PR, KM, marketing or related field;
- plus 5 years relevant occupational experiences;
- experience working with Thai government institutions;
- ability to work independently and to do travels within the country, the region and globally;
- experience in developing, implementing and facilitating conferences/events, including press handling;
- securing coverage and buzz with traditional and social media outlet, including working with influencers;
- ability to pitch to media complex development topics, such as circular economy and SCP;
- ability to work and think creatively and strategically, as well as running multiple day-to-day tasks;
- ability to run PR campaigns that deliver measurable results and meet objectives;
- excellent written and verbal communication skills in English and Thai;
- Proficient in MS Office/teams and social media; familiarity with video/photo editing is a plus
- deadline-oriented, inquisitive, with great follow-up and reporting skills;
- project and budget management skills, including responding well under pressure with strict time limit;
- quick and enthusiastic learner;
- proven experiences in working for or with GIZ or other international development agencies.

This will be a fixed-term contract, starting as soon as possible and running until March 2023 with possible prolongation. Please submit your application and CV to chattayada.pattaragulwanit@giz.de. The deadline for applications is April 25, 2021.

With your application please also provide a 1-page short essay on the question below:

1. What are elements of an impactful SUP prevention social change campaign at local level?

GIZ Thailand is an equal opportunity employer and actively encourages gender diversity within the company and operations.

GIZ Office Bangkok

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<https://www.youtube.com/channel/UCeyVDmQIGbPvII5Ccob91JQ>

<https://www.youtube.com/user/GIZonlineTV>