

JOB DESCRIPTION

Department: Administration and Finance Department
Post: Information and Public Relations Officer
Grade: P-1/2
Terms/Conditions: Fixed-term appointment for two years, with possibility for renewal

General Duties:

Under the direction and supervision of the Director of Administration & Finance Department, to develop communication and public relations strategies that effectively describe the organization and its activities, leading to increased visibility and positive perceptions of the organization. The Information and Public Relations Officer will be responsible for managing and monitoring the impact of communications programs and public relations activities; as well as to manage APO information resources, and its publications including books, training manuals, research reports, annual reports, reports of proceedings of projects, e-books, and monthly newsletter.

Specific Duties:

1. Develop effective communication strategies and public relations-related activities that lead to positive perceptions and greater awareness of the organization;
2. Manage the brand identity of the organization;
3. Prepare and produce materials and publications such as regular newsletters, annual reports, promotional brochures, free and priced publications;
4. Manage the websites and other social media sites belonging to the organization;
5. Coordinate with relevant departments and other stakeholders in preparing press releases, corporate brochures, and other materials to publicize the mission and activities of the organization;
6. Coordinate internally and with external stakeholders such as authors, editors, translators, designers, and printers for the production of books, e-books, reports and other publications of the organization;
7. Develop mechanisms to measure the effectiveness of communications programs and public relations initiatives;
8. Participate in programs and projects, both local and overseas, when assigned; and
9. Perform other duties as may be assigned from time to time by the Director or Secretary-General.

Qualifications and Experience:

1. A minimum of 5 years of experience in mid-management positions in the government, public/private corporation, training institute, or institute of higher learning;
2. A minimum Bachelor's degree in communications, journalism, English studies, marketing, or related fields from a reputable college or university. A Master's degree in the above fields may be an advantage;
3. Demonstrated ability to organize and/or facilitate public relations events such as press conferences, media events, or similar activities in the Asia-Pacific region;
4. Strong knowledge and understanding of current trends in digital media/social media
5. Experience in in liaising with international and/or regional media and managing strategic relationships to publicize organizational activities; and
6. Effective and confident communicator and presenter with native level proficiency in both written and spoken English. Proficiency in Japanese will be an advantage.