



## Vacancy

<b>Department :</b>	<b>Executive Office</b>
<b>Post:</b>	<b>Senior Communications Officer</b>
<b>Classification:</b>	<b>Professional</b>
<b>Salary Level:</b>	<b>A competitive salary and benefit package based on experience is offered</b>
<b>Term:</b>	<b>Fixed-term appointment for two years, with the possibility of reappointment based on performance and upon mutual agreement</b>

The Asian Productivity Organization (APO) is a regional intergovernmental organization comprising 21 members. With a Secretariat located in Tokyo, Japan, the APO contributes to sustainable economic development in the region as guided by its vision for inclusive, innovation-led productivity growth in the Asia-Pacific.

The APO is inviting applications from qualified individuals with strong qualifications, experience, and required mindset to join its Secretariat in Tokyo. Applicants must be nationals of APO member economies. Applications from women candidates are encouraged.

### **I. Duties:**

Reporting to the Director, Executive Office, the Senior Communications Officer is responsible for planning and driving strategic communications and public relations initiatives to increase the visibility and stakeholder awareness of the organization; managing, monitoring and assessing the impact of communication programs and public relations initiatives; and managing APO information resources and its publications.

### **Specific Duties:**

1. Develop and implement an outreach plan for the APO based upon an assessment of information needs and opportunities; organize dissemination of general and current information about the APO so as to enhance stakeholders' as well as the general public awareness of and support for the organization's vision and mission;
2. Write, edit and revise material for distribution in major publications of the organization to ensure that these conform to the organization's information policy and standards for editorial and professional journalistic style, accuracy and objectivity;
3. Draft talking points, speeches, messages and briefing notes for the Secretary-General;
4. Identify the need for and create high quality media and multimedia content for dissemination in member countries, and via APO's social media platforms;
5. Proactively build, establish and maintain relationships with key media outlets and organize press events, briefings and other media coverage, speaking for the Organization as delegated;
6. Develop, manage and enhance the APO website and other social media platforms;
7. Work with relevant departments of the Secretariat and other external stakeholders to identify and act on opportunities to publicize the mission and activities of the organization;
8. Coordinate internally and with external stakeholders such as authors, editors, translators, designers, and printers to produce professional media and communications materials, reports,

publications, and other marketing collaterals;

9. Lead and manage the Information and Public Relations (IPR) unit under the supervision of Director for the effective and efficient service and deliverables; plan and discuss individual work plans, integrate and coordinate work, and conduct performance appraisals;
10. Develop and implement mechanisms to measure the effectiveness of communication and public relations initiatives, and provide advice and expertise to senior management on the most effective public information methods and approaches;
11. Develop and manage the brand strategy and identity of the organization;
12. Perform such other duties as may be assigned by the Director or the Secretary-General.

## **II. Minimum Qualifications:**

### **1. Experience:**

- A minimum of eight years of experience in a global organization or public/private corporation with international networks in a corporate public relations capacity.
- Proven experience in establishing and managing strategic relationships with media, both internationally and in Japan.
- Excellent organization skills for public relations events such as press conferences, media events, or similar activities in the Asia-Pacific region.
- Experience in managing external partners and suppliers including contract management and negotiations.
- Strong knowledge and experience with digital media/social media tools including Facebook, YouTube, and Twitter for enhanced public relations.

### **2. Education:**

- Master's degree in communications, media studies, journalism, international studies, marketing, or related fields from a reputable college or university

### **3. Mindset:**

- Strategic, innovative thinker with strong analytical abilities.
- Ability to multitask, undertake cross-functional work, and deliver results under tight deadlines.
- Consultative, with a strong teamwork and team-building orientation.
- Attention to quality, accuracy, and detail.

### **4. Language and Communication:**

- Highly effective, confident communicator with native-level proficiency in English.
- Proficiency in Japanese will be a significant advantage.
- Excellent writing skills.