



Communication Officer

Organization:	Right To Play Thailand Foundation
Department/Division:	Country Office
Work location:	Bangkok
Target Start Date:	January 15, 2022 or as soon as possible
Contract Duration:	1 year with the possibility of extension
Closing Date:	<u>January 5, 2022</u>

BACKGROUND:

Right To Play is a global organisation that protects, educates and empowers children to rise above adversity using play. By harnessing play, one of the most powerful and fundamental forces in a child's life, we helped 2.3 million children last year to stay in school and out of work, to prevent life-threatening diseases like HIV and malaria and to stay safe from exploitation and abuse. We are the only global development organization focused exclusively on using play to transform the lives of children and youth impacted by poverty, war, disease and inequality.

Established in 2000, Right To Play reaches children through experiential programming in 15 countries in Africa, Asia, the Middle East, and North America. These programs are supported by our headquarters in Toronto, Canada; London, UK and eight national offices across Europe (Germany, The Netherlands, Norway, Sweden, Switzerland, UK) and North America (Canada, US).

With a shared passion for our mission, our Culture Code guides how we act and interact based on five core pillars:

- Accept Everyone – *Be intentional about inclusion*
- Make Things Happen – *Seek opportunities to lead and innovate*
- Display Courage – *Act with integrity*
- Demonstrate Care – *Look after yourself and one another*
- Be Playful – *Have fun at work*

Please visit www.righttoplay.com and www.facebook.com/righttoplaythailand to learn more about who we are and what we do, and watch our video at <https://www.righttoplay.com/en/landing/our-culture-code/> to find out about the five pillars of our Culture Code.

JOB SUMMARY:

The Communications Officer reports directly to the Head of Office (HoO). He/she receives guidelines from the Marketing and Communications Team at Right To Play Headquarters. The Communications Officer is responsible for managing the communication plan and activities in Thailand. He/she is expected to assist in enhancing the



organization's overall public image. The incumbent works closely with the Head of Office, Program Managers and the Monitoring, Evaluation and Learning Officer.

PRIMARY RESPONSIBILITIES:

Job Responsibility #1: Planning and compliance (35% of time)

- Develops and implements an annual communications plan, in line with the country and global office plan
 - Provides leadership for overall communications related to Right To Play in the respective country
 - Ensures that all communications materials and messages are in-line with project grant agreements
 - Conducts field visits to project sites and ensures proper dissemination of information for events and success stories
 - Ensures proper documentation of communications materials
 - Conducts ongoing review of the communications plan and communications components of country action and strategic plans to ensure compliance; identifies gap areas and recommends solutions
 - Ensures Right To Play promotion of various International "Days" such as Children's' Day, World Refugee Day are in-line with national strategy and behavioral and social goals.
 - Facilitates relationship building with country and community opinion leaders and celebrities including Athlete Ambassadors/Supporters to endorse and disseminate behavior modification messages for social mobilization campaigns in region.
 - Ensures compliance with Right To Play brand book, Child Safeguarding policy and other policies related to communications
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Job Responsibility #2: Communication (35% of time)

- Develops systems for effective and efficient communications and best practice sharing within the country office
 - Develops a system to produce personal stories, quotes and photographs, and videos of Coaches and children in our programs; oversees photo archiving
 - Provides regular media releases using social media such as Facebook, Instagram and other social networking tools to promote the organization
 - Develops informational and promotional material on Right To Play projects to increase visibility and/or public funding.
 - Trains country team on the value and usage of the brand
 - Liaises with printing and design companies, edits design when required
 - Oversees and approves all print proofs in the country before being printed including T-shirts and documents
 - In coordination with People & Culture Officer, promote creative, two-ways internal communications, using feedback to recommend and implement new initiatives
 - Acts as a focal point on the "play-space" intranet, where applicable
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Job Responsibility #3: Media and public relations (25% of Time):

- Develops and maintains relationships with country, and locally based media



- Closely monitors and tracks media coverage for RTP, play-based learning, and sport for development in country.
 - Establishes contacts with media and writes media releases and success stories.
 - Conducts media development activities in country to build capacity of local media to advocate for the role of play-based learning, sport for development and the role sport can do in meeting development goals
 - Promotes partnerships across the organization and beyond, and represents Right To Play on all relevant communications networks
 - Accompanies and supports visitors to the country when delegated
 - Works with the Country Office team to develop and implement media relations strategy for any high-profile visit to the country/region including preparing background materials and relevant packages
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Job Responsibility #4: Performs other duties as assigned (5% of Time)

MINIMUM QUALIFICATIONS (Must have):

EDUCATION/TRAINING/CERTIFICATION:

- Bachelor's degree in communications, public relations, journalism or any related field.

EXPERIENCE:

- At least 3 years' experienced with I/NGO in the country of operation including media relations and developing communication plans and material.

COMPETENCIES/PERSONAL ATTRIBUTES:

- Excellent interpersonal and confidence using these in a cross cultural environment
- Excellent communication skills both written and verbal
- A solid team player with respect for others
- Ability to understand and motivate others.
- Demonstrated ability and to take initiative, work proactively independently (especially with remote team members across time zones), and adapt to changing circumstances
- Proven ability in transferring knowledge and experience
- Adaptable with the ability to deal with stress
- Demonstrated professionalism and positive attitude
- Effective organization skills

KNOWLEDGE/SKILLS:

- Strong MS Office in outlook, MS Word, PowerPoint, Excel and Internet
- Strong in using Adobe Photoshop and Adobe Illustrator
- Understanding of principles of inclusion in sport and play



LANGUAGES:

- Excellent written and spoken English and Thai.

DESIRED QUALIFICATIONS (An Asset)

- Graphic design, photography, videography, and/or printing experience
- Knowledge of visual communication and video editing
- Demonstrable experience in networking
- Understanding of human rights and social change issues
- Experience working in child protection

WHO YOU ARE:

You are innovative and creative in managing the communication plan and activities and enhancing the organization's overall public image in Thailand to promote our commitment to help children and youth rise above life's challenges through the power of play. You are a solid team player with a positive, follow-through, adaptable mindset and professional attitude. You are committed to take initiative, work proactively independently and adapt to changing circumstances. You are an exceptional communicator with excellent both written and verbal communication in Thai and English. You are focused on strategically positioning Right To Play as a partner of choice for our donors and media relations.

WHAT YOU'LL GET:

The opportunity to work with a passionate, innovative and collaborative team where you have the ability to make things happen. You will gain experience working for a globally recognized organization with a healthy culture premised on our Culture Code (**accept everyone, make things happen, display courage, demonstrate care and be playful**). In addition, we offer a competitive salary and benefits package.

HOW TO APPLY:

If you are interested in applying for this position, please apply via Right To Play Thailand Online Recruitment platform Click >> <https://righttoplay.hiringplatform.ca/44900-communication-officer/150972-application-form/en> to upload your resume and cover letter by **January 5, 2022**.

Inquiries concerning the online recruitment job application can be directed to; People & Culture team, thailandhr@righttoplay.com

While we thank all applicants for their interest, **shortlisting of applications will begin immediately and interviews may be held before the closing date.**



Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. As such, we encourage groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory police record check as a condition of employment.**