



UNITED NATIONS DEVELOPMENT PROGRAMME GENERIC JOB DESCRIPTION

I. Post Information

Job Code Title: **Public Information Associate**
Position Number: **00000890**
Department: **Public Information Unit**
Reports to: **Public Information Manager**
Position Status:

Current Grade: **ICS-6**
Approved Grade: **ICS-6**
Position Classified by: UNDP, Lao PDR
Classification Approved by: RR

II. Organizational Context

Under the guidance and direct supervision of Public Information Manager, the Public Information Associate provides high level support within the Public Information Unit in its communications activities to various targets, including donors, international media, local media, local staff, government counterparts, the Lao public and the publics of donor countries.

III. Functions / Key Results Expected

Summary of Key Functions:

- Promote awareness of issues related to UNDP and UN work in Lao PDR
- Maintenance of websites, intranet, databases and other information management
- Translation and liaison with local partners and media
- Assist the PI office in special events, office management and communication strategy
- Media monitoring

1. Promote awareness of issues related to UNDP and UN work in Lao PDR

Through information tools and activities, promote awareness of the issues related to poverty, the Millennium Development Goals and human development. Identify opportunities for advocacy within local media and communities. Through information tools and activities, promote the activities of UNDP and the UN System in Laos.

2. Maintenance of websites, intranet, databases and other information management

- **Website and Intranet:** Undertake routine updating of websites and intranet to comply with corporate requirements, and provide advice to the Public Information Unit Chief on the development of the website and intranet as appropriate.
- **Image Management:** Enhance and ensure the image and brand equity of UNDP and the UN system as a development partner.
- **Correspondence Management:** Handle correspondence and reply to inquiries for public information materials, follow up responses and monitor stocks of publications.

3. Translation and liaison with local partners and media

- **Translation:** Provide high quality translation (from English into Lao and from Lao into English) such as translation of speeches, press releases and other related media material (and their dissemination where required); manage the work of translators where appropriate.
- **Printing Liaison:** Liaise with local printers, graphic designers, TV and radio production houses where required; assist the Public Information Officer and UNDP projects in managing the procurement process and contractual matters related to printing where needed.
- **Media Liaison:** Build a relationship of trust with local media and facilitate information sharing (including quotes, photos and factual data) as required.
- **Government Liaison:** Act as a liaison between the information office and local government counterparts where required.
- **Layout and Design:** Assist in the production of communication materials.

4. Assist the PI office in special events, office management and communication strategy

- **Special Events:** Assist the Public Information Officer in the organization of special events (particularly UN Day), with particular attention to maximising local media coverage of these events.
- **Office Management:** Assist in the general management of the Public Information Unit as a whole, drafting letters, chasing signatures, arranging travel and ensuring office supplies are maintained and that paperwork and bureaucratic procedures are followed as required.
- **Communications Strategy:** To contribute to communication strategies, including the long-term communication strategy of the office and provide innovative and creative solutions to communication problems. Ensure that all communication materials produced are up to a high standard. Provide relevant local knowledge where appropriate. Advise on cultural sensitivity and providing guidance as to whether or not communication materials directed to the local population will be appropriate.

5. Media Monitoring

- Monitor local media, international media and the Internet to continuously assess and report on whether or not communication materials are being disseminated and whether or not they are effective.

IV. Impact of Results

The key results have an impact on the reputation and standing of UNDP in the country. High quality information material and well-organized public events enhance UNDP position as a strong development partner. Information sharing within UNDP and the UN Country Team is crucial for effective and comprehensive development work.

V. Competencies and Critical Success Factors

- Initiative, creativity, enthusiasm, maturity, tact and high sense of responsibility.
- A high level of computer literacy.
- Strong interpersonal and networking skills are essential for internal communications, media management and working with partners.
- Ability to learn new tasks and skills quickly.
- Ability to work to deadlines with accuracy and attention to detail.
- Appreciation of quality and professionalism.
- Ability to communicate ideas eloquently.
- Excellent organization skills and an ability to manage and organize events.
- Willingness and interest in pursuing professional and personal development through self-learning.
- Ability to execute day-to-day tasks systematically and effectively without being prompted.
- Willingness and ability to develop and maintain harmonious work relations with colleagues of different national and cultural backgrounds.
- Creativity, flexibility in incorporating feedback.
- Demonstrated ability to work in a team.

VI. Recruitment Qualifications

Education:	Tertiary training in any of the following: Journalism, Public Relations, Marketing, Advertising, Graphic Design, Web Design, Communications, Media or Print Production, Administration, Information Management, ICT, Translation
Experience:	At least five years' experience with computers is essential. Experience in one or more of the following is preferred: Journalism, Public Relations, Marketing, Advertising, Graphic Design, Web Design, Communications, Media or Print Production, Administration, Information Management, ICT, Translation
Language Requirements:	English (excellent or fluent), Lao (native speaker, excellent writing skills essential for translation), French (beneficial but not essential)

VII. Signatures- Post Description Certification

Incumbent <i>(if applicable)</i>		
Name	Signature	Date
Supervisor		
Name / Title	Signature	Date
Chief Division/Section		
Name / Title	Signature	Date