



# SOUTHEAST ASIAN FISHERIES DEVELOPMENT CENTER

## Training Department

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## JOB ANNOUNCEMENT

### Communication Specialist

**Position:** Communication Specialist for the USAID Southeast Asia Fisheries Partnership  
**Department/office:** SEAFDEC Training Department, Phrasamutchedi, Samut Prakan, Thailand  
**Contract type:** Project Fixed-term employee  
**Duration:** 5 Years, subject to the availability of funds  
**Workplace:** The Project Coordinating Unit (PCU) Officer, SEAFDEC Training Department

#### BACKGROUND

The Southeast Asian Fisheries Development Center (SEAFDEC) is an autonomous inter-governmental body established in 1967. SEAFDEC comprises of 11 Member Countries: Brunei Darussalam, Cambodia, Indonesia, Japan, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam. The mission of SEAFDEC is "To promote and facilitate concerted actions among the Member Countries to ensure the sustainability of fisheries and aquaculture in Southeast Asia."

SEAFDEC receives a Public International Organization (PIO) grant from the United States Agency for International Development (USAID) to implement USAID Southeast Asia Fisheries Partnership, hereafter called as "Activity," which commenced in 2023 and will be implemented until 2028. This Activity has the overarching goal for "fisheries and aquaculture practices and productions improved and managed sustainably" with three objectives, namely: 1) Fishery policies, programs, and plans supported by SEAFDEC are adopted and implemented by national fisheries agencies; 2) Commercial and small-scale fishers have appropriate financial and human resources, capacity, and good governance to adopt sustainable fishing and aquaculture practices, and 3) Increase operational and technical capacity among national fisheries agencies and fisheries institutions. USAID Southeast Asia Fisheries Partnership is a component of the USAID Sustainable Fish Asia project funded by USAID Regional Development Mission for Asia (USAID/RDMA.)

The Activity will be managed and coordinated by the Project Coordinating Unit (PCU) at the SEAFDEC Training Department (TD) (located in Samut Prakan Province, Thailand) where three additional staff, including the Project Manager (PM), Monitoring, Evaluation, and Learning (MEL) Specialist, and Project Assistant will complete the team on a full-time basis, stationed at SEAFDEC/TD and will work closely with other staff from the SEAFDEC Secretariat and TD.

#### Communications Specialist

The Communications Specialist is one of the personnel employed by SEAFDEC under the USAID Southeast Asia Fisheries Partnership Activity. She/He will be expected to develop and nurture relationships between SEAFDEC, USAID, relevant stakeholders, the media and the public, with the delivery of timely media outlets (traditional and social media).



This position is a full-time position based at the Project Coordinating Unit (PCU), the SEAFDEC/TD in Samut Prakan Province, Thailand. The initial contract is for two and half years extendable up to 2028, which covers the entire project, subject to the availability of funds from USAID.

Salary: US\$ 2,200.00 (per month, all inclusive)

The appointed person will work under the direct supervision of the Project Manager and the Secretary-General and in coordination with other staff of SEAFDEC.

To be considered for this position candidates must meet the following minimum qualifications:

**1. Job Knowledge/Skills:**

- A minimum five (5) years of experience with a strong track record in communication, public information, web development, and knowledge of best practices, such as strategic communication planning, stakeholder engagement, or crisis communication management to ensure strong support to the PCU.
- Excellent communication (written and spoken) in Thai and English. Other regional language skills are desirable.
- Demonstrated technical excellence with filming equipment
- A proven track record in all aspects of website development and content.
- Experience in the fisheries sector and / or partner countries of SEAFDEC is desirable.

**2. Responsibilities:**

- Formulate an annual outreach and communication plan to be integrated into the USAID Southeast Asia Fisheries Partnership Activity Annual Work Plan.
- Develop effective communication tools, products, and outreach activities for the Activity (in coordination and with inputs from other project staff and SEAFDEC staff) in line with the Annual Work Plan and consistent with the Activity Co-branding Plan and Communication Strategy.
- Provide contribution from the Activity to USAID and SEAFDEC communication tools/materials and participate in other activities of USAID and SEAFDEC as relevant and applicable.
- Coordinate with the MEL Specialist to integrate monitoring of the Communication Strategy in the MEL Plan.
- Coordinate with other project staff, relevant SEAFDEC staff, and external partners.
- Develop effective communication strategies for USAID Southeast Asia Fisheries Partnership which are targeted, aligned and consistent with the overall SEAFDEC communication and public information.
- Develop and keep up to date, a dynamic website and social media for the USAID component of the SEAFDEC operations.
- Coordinate, write, edit, manage, and publish content (imaging etc.) for this website (and others under the SEAFDEC umbrella) ensuring the website is updated regularly.
- Participate and lead when required (with the Secretary-General, Project Manager and Information Program Coordinator) public relations, information output, press releases and media requests, social media and/or advertising efforts.



- Developing and implementing external communication strategies to enhance the image and reputation of SEAFDEC and USAID.
- Support and lead internal communications with stakeholders (including regional Government officials), project target audience and the public.
- Organize and coordinate events such as conferences, workshops, and speaking engagements to promote the SEAFDEC and its initiatives (with support from the Project Assistant and USAID team).
- Other tasks as assigned by the Secretary-General, Project Manager, and the responsible SEAFDEC officer, aligned with the overall goals and objectives of the Communication Specialist role.

### 3. Education:

- A Master's in any of the following fields is required: Communication, Journalism, Public Information, Public Relations, or related fields.
- Additional qualification in web development / visual design / information technology desirable.
- Excellent communication skills in both Thai and English (*e.g.* TOEIC qualification preferred).
- Knowledge of photo and video editing programs (Adobe Photoshop, Adobe Illustrator, InDesign etc.) preferred.
- Fully competent in Microsoft Office suite (Word, Excel, PowerPoint) and Google Drive package.

### 4. Prior Work Experience:

- A minimum of five (5) years with a Master's degree (seven (7) years with a Bachelor Degree may be considered) of progressively responsible, professional-level experience (in the private sector or development sector) is required.
- Experience working in the Southeast Asian region would be an advantage.
- Experience in taking full responsibility for outreach and communication activities for projects supported by international donors (project supported by USAID is desirable).
- Strong written and verbal communication skills (Thai / English) and organizational skills.
- An understanding and / or experience of the fisheries sector in Thailand and Southeast Asia an advantage.

### 5. Language Proficiency/Communication Skills:

Strong English proficiency is required with qualifications, (for example, TOEIC with a score of 850 or above) to be able to communicate effectively with USAID/RDMA team, SEAFDEC concerned officers, and external contacts.

*"SEAFDEC is an equal opportunity employer, considering all applicants based on qualifications, regardless of race, national origin, religion, gender identity, age, disability, or marital status."*



**To Apply:** Please visit our website to download the application form at [www.seafdec.or.th](http://www.seafdec.or.th) and submit it in English with the following required documents by **31 May 2024**. Applications will be reviewed on a rolling basis when received.

- A curriculum vitae (CV)
- Cover Letter
- Two recent examples of published press-releases or other articles
- A copy of education qualification or transcript
- A copy of identification card
- A photograph of the applicant (Taken within 6 months)
- A copy of English test certificate/s

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Ms. Supatra Loonchaiya  
Administrative and Human Resources Section Head  
20 May 2024