

Terms of Reference: Communications and Events Officer for the Developing Research Excellence and Mentorship in Southeast Asia (SEA DREAM) Programme

Location:	Bangkok, Thailand
Organisation:	SEAMEO Secretariat
Department:	Programme and Development
Duration:	01.04.2025 – 31.01.2028 <i>The initial contract is set for a duration of three years, with the option to be extended for the full programme duration until September 2031.</i>
Benefits:	Competitive salary commensurate with experience; relocation package; health insurance; professional development opportunities.

Background:

About the Developing Research Excellence and Mentorship in Southeast Asia (SEA DREAM) Programme

Southeast Asia (SEA), a region composed of 11 nations and over 670 million individuals, shares a disproportionate burden of disease and mortality, with an estimated 5.6 million lives lost per year to endemic and emerging communicable diseases and even more to non-communicable diseases. Additionally, given the high population density and geographic location, SEA faces a significant healthcare burden and is vulnerable to natural disasters, putting it at high risk of the negative effects of climate change. As a result, there is a significant need to enable scientific collaboration and develop research leadership to tackle the region's emerging health threats.

The SEA DREAM programme, running from November 2024 until September 2031, will fund regional consortia through grants to produce excellent and outcome-focused discovery and translational research that addresses existing national and regional health priorities as well as emerging issues. SEA DREAM will enable the development of research excellence through generating impactful research that is translated into real-world solutions, policies and interventions, nurturing research leaders, fostering networks that enable regional collaboration, and strengthening equitable research ecosystems. A successful programme will see at least 8 regionally led consortia funded over an initial duration of 5 years to produce high quality scientific research on priority health themes for Southeast Asia. Anticipated themes include infectious diseases, climate change and health, mental health, and strengthening health systems and access to care.

About SEAMEO, Wellcome, and FCDO

The **Southeast Asian Ministers of Education Organization** (SEAMEO) strives to accelerate the use of science and technology solutions to address social, health, and environmental issues. SEAMEO works towards these results by generating evidence to inform policy making, implementing on-the-ground

projects, creating platforms for regional collaboration and mutual learning, fostering partnerships between stakeholders, and by enhancing the capacity of key personnel in ministries, institutions, and organisations. Within its mandate given by the Southeast Asian Ministers of Education, SEAMEO places specific focus on enhancing research on health and climate priority themes. Therefore, SEAMEO aims to act as a regional partner to **Wellcome Trust** and the **UK Foreign Commonwealth and Development Office (FCDO)** to implement the SEA DREAM programme.

Wellcome, as a global charitable foundation established in 1936, supports science to solve urgent global health issues. Wellcome has proposed to work in collaboration with regional partners and the FCDO to fund, develop, and implement a programme focused on health research excellence and research leadership development particularly in low and middle income (LMIC) settings in Southeast Asia. The goal is to fund thematic research consortia to respond to shared strategic priorities where these align with national and regional priorities.

With the UK government's strategy for international development 2022, the UK has made a commitment to leadership on climate change and global health. The **FCDO** oversees cross-government efforts to deliver the strategy and aims to partner with LMIC and cooperate with sovereign wealth funds, international organisations and civil society to ensure LMIC can access the funding and support needed for them to deliver on their climate ambitions and to invest in the research and innovations needed to tackle national, regional, and global health challenges.

Position Overview:

The Communications and Events Officer will be responsible for developing and implementing the communication strategy for the SEA DREAM Programme, ensuring that key messages are effectively communicated to diverse stakeholders, including donors, partners, grantees, and the public. Leveraging physical and digital tools and platforms, you will craft compelling narratives and ensure consistent branding across all materials.

The role will involve managing both internal and external communications, including media relations, public relations campaigns, content creation, social media management, community management, and event organisation.

You will work closely with the SEA DREAM Admin Officer to plan and implement in-person and online events surrounding the SEA DREAM funding call and cross-consortia knowledge sharing. Furthermore, you will work closely with the SEA DREAM Head of Programme, the Admin Officer, and Communication staff of other key stakeholders to ensure that communication activities are aligned with the overall goals of the SEA DREAM Programme and that all messaging supports the shared vision of programme partners towards fostering research excellence and mentorship in Southeast Asia.

Key Responsibilities:

1. Communication Strategy Development

- Develop, implement, and monitor a comprehensive communication strategy for the SEA DREAM Programme to promote its objectives, activities, and results. You will work with an external service provider for the initial development of the communication strategy.

2. Brand and Identity Management

- Develop messaging and branding for SEA DREAM, including guidelines for the programme in alignment with SEAMEO, Wellcome, and FCDO branding guidelines.
- Ensure consistent application of SEA DREAM's brand and identity, and partner representation in all communication materials and activities.

3. Content Creation and Campaign Management

- Write, edit, and produce high-quality multimedia content (e.g., articles, videos, infographics, case studies) for various communication channels, including newsletters, press releases, articles, blog posts, website content, and reports that are tailored to regional, national, and international audiences and communicate programme successes and key messages.
- Work with internal design and content teams as well as external stakeholders to create visually appealing and effective communication materials that reflect the shared programme's core values and mission.
- Plan and execute communication campaigns to promote programme activities and engage existing and new stakeholders.

4. Social Media Management

- Manage the SEA DREAM Programme's social media presence, including planning and scheduling posts, monitoring engagement, and analysing performance metrics.
- Ensure the programme's social media strategy is aligned with the communication goals and reaches the target audience effectively.
- Develop and oversee the maintenance of the programme's web presence, ensuring that content is up-to-date, engaging, and reflective of programme milestones.
- Engage with online communities and respond to comments and queries, fostering a positive online presence and acting as a community manager to grantees.

5. Event Management and Coordination

- Lead the organisation of in-person and online advocacy events, workshops, roundtables, and regional conferences to raise awareness and engage stakeholders in SEA DREAM. You will be supported by the SEA DREAM Administration Officer in coordination, logistics and travel arrangements, and work closely with the SEA DREAM Grant Manager and Grant Officer for the content design.

- Act as focal point for invitation and stakeholder management for events, workshops, roundtables, and conferences. You will work closely with the grant manager and grant officer to ensure that the research community is engaged in events and key stakeholders are represented.
- Coordinate with SEAMEO Secretariat and external partners staff for representation of SEA DREAM at events, meetings, and conferences organised or participated by SEAMEO.
- Coordinate communication efforts for in-person and online events, workshops, roundtables, and regional conferences, including creating promotional materials, managing event communications.

6. Media and Stakeholder Engagement

- Develop and maintain relationships with key media outlets, journalists, and other stakeholders to increase the visibility of the SEA DREAM Programme.
- Respond to media inquiries and coordinate interviews, press briefings, and media coverage.
- Prepare and distribute press releases, media kits, and other relevant materials to publicise key achievements, events, and milestones.
- Collaborate with the Administration Officer to maintain a contact register for SEA DREAM stakeholders.

7. Internal Communication Support

- Facilitate internal communication between the programme team and stakeholders, ensuring that team members are informed of important updates, meetings, and deadlines.
- Organise and manage internal communications platforms such as newsletters or internal announcements.

8. Monitoring and Reporting

- Track and analyse the effectiveness of communication campaigns, social media efforts, and media outreach through analytics tools and reporting.
- Prepare regular communication reports to provide insights on key performance indicators, engagement levels, and areas for improvement.
- Collect and synthesise feedback from stakeholders to improve communication strategies.

9. Other Duties

- Undertake other tasks as assigned by the Head of Programme to support the effective delivery of the SEA DREAM initiative.

Qualifications:

Education:

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field. A Master's degree is a plus.

Experience:

- A minimum of 5 years of experience in communications, public relations, or related roles, preferably within international organisations or development programmes.
- Proven track record in managing media relations, writing content for diverse platforms, and executing communication campaigns.
- Experience in health or research-related communication, particularly in Southeast Asia, is a strong advantage.

Skills:

- Strong writing and storytelling skills with the ability to translate technical content into engaging narratives.
- Excellent written and verbal communication skills in English; proficiency in a Southeast Asian language is an advantage.
- Excellent knowledge design and multimedia creation tools (e.g., Adobe Creative Suite, Canva).
- Strong digital literacy, including proficiency in social media platforms, website management, and content management systems.
- Experience in using analytics tools (e.g., Google Analytics, social media analytics) to monitor the performance of communication activities.
- Strong project management skills with the ability to manage multiple tasks, deadlines, and stakeholders.

Attributes:

- Creative and innovative thinker with the ability to create engaging and impactful content.
- Highly organised with the ability to work independently and as part of a team.
- Proactive and solution-oriented with a keen eye for detail.
- Culturally sensitive and able to work effectively in diverse environments.
- Strong interpersonal skills, with the ability to build relationships and collaborate with stakeholders at all levels.

HOW TO APPLY:

Applicants are required to submit their CV and cover letter to job@seameo.org by **7 March 2025**.