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Agency for Promotion of Indigenous Crafts
Ministry of Economic Affairs
Royal Government of Bhutan



TERMS of REFERENCE

Sr. Communications Officer/ Communications Officer

Applications are invited from suitably qualified candidates for the post of Sr. **Communications Officer/Communications Officer** for Agency for Promotion of Indigenous Crafts, Ministry of Economic Affairs, Royal Government of Bhutan.

JOB PROFILE

Under the guidance of the Chief Executive Officer, the Sr. Communications Officer/Communications Officer will assume the primary responsibility for planning, developing and implementing communication strategies to promote APIC's program. He/she will also be responsible for developing partnerships with other relevant organizations to disseminate information and create awareness about APIC's programs and activities.

THE MAIN DUTY AND RESPONSIBILITIES ARE:

1. RESPONSIBILITIES

- a. Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web) within and outside Bhutan to increase coverage of APIC's activities in the media (print, broadcast and digital).
- b. Draft and edit articles, press releases, speeches, human interest stories and other advocacy/information materials.
- c. Develop relevant presentations for the office as and when required.
- d. Edit official documents/plans and correspondences before disseminating to the relevant agencies.
- e. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of media coverage, clippings etc.
- f. Maintain, update and monitor APIC's website and social media sites (Facebook, Twitter and Instagram) such as daily monitoring, posting and content development in collaboration with relevant divisions.
- g. Monitor and evaluate impact of communication materials and advocacy events/campaigns to target audiences.
- h. Should maintain office network, maintenance of office IT equipment and advise on the requirement of IT equipment's for the office
- i. Produce timely and quality production of promotional and branding materials such as annual reports, brochures and other materials as required by the



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agency calendars, briefing notes, human interest stories, picture stories, videos, etc.

- j. Develop and archive communication materials, including digital, such as publications, press releases and photographs, audio-visual materials and web resources etc.
- k. Coordinate TAC, Internal and HR meetings in the office and should maintain Record of Discussion.
- l. Carry out any other task that may be assigned from time to time

2. VALUES AND ETHICS

- The candidate should have high level of integrity, accountability, and punctuality and be willing to work beyond normal working hours. He/she should also demonstrate and be exemplary in portraying APIC values and ethics.
- He/she should be a good team player.

3. MINIMUM QUALIFICATION AND OTHER REQUIREMENTS:

- **Education:** Masters/Bachelor's Degree in Communications, Journalism or Marketing or related field.
- **Experience:** At least eight years of similar work experience is required. Candidate should be able to work independently – with minimum supervision and guidance from supervisors.
- **Skills:** Excellent written and oral English communication skills and proficiency in Dzongkha are required. Knowledge of other languages/dialects is an asset.
- He/she should have advanced working knowledge of MS Office (Word, PowerPoint, Excel and Publisher).
- **Candidates with design and layout skills in using Adobe Photoshop, InDesign or other designing tools are required.**

4. SELECTION

- The shortlisted candidates will be called to interview by the management and the schedule will be decided once applications are screened and shortlisted.
- The selection interview of the candidates will be carried out in the Office Meeting Room
- The selected candidate will be placed in P4/P3 according to their experience and knowledge.
- The selected candidate will be appointed for a contract period of three years which will be renewed based on his/her performance.



5. APPLICATION

- Applications should be dropped to APIC's Office in Kawanjansa, RSPN Building, 2nd Floor, Thimphu **on or before December 30, 2021**
- The application should be addressed to Chief Executive Officer
- The following documents should be submitted;
- Application addressed to CEO
 - Detailed CV/Resume outlining the work experience and skills
 - Masters/Degree Certificate and Transcripts, Class XII & X Certificate and Transcripts
 - Citizenship ID card
 - Medical Certificate
 - No objection letter if employed
 - Other relevant documents
 - Candidates should submit original documents during interview.

