



## Communication Officer

Asia-Pacific Broadcasting Union

### Position Summary

Position Title	: Communication Officer
Tenure Status	: Contract Appointment
Salary Range	: Negotiable
Department	: News Department
Location	: Based at the ABU Secretariat in Kuala Lumpur

### About the ABU

The Asia-Pacific Broadcasting Union (ABU) is an international organisation with a mandate to assist the development of broadcasting in the region. The Union was established in 1964 as a not-for-profit, non-government, non-political, professional association and promotes the collective interests of television and radio broadcasters as well as key industry players and facilitate regional and international media co-operation. It has over 250 members located in more than 60 countries around the world and services these members from the Secretariat, based in the Angkasapuri compound in Kuala Lumpur. The Secretariat has some 35 staff led by senior experts in the fields of technology, programming, news and sports broadcasting development.

### Job Summary

The Communications Officer is responsible for producing all ABU communications and publications and for ensuring strategic objectives are met. Platforms include the ABU website, ABU publications, newsletters and ABU social media accounts. The Communications Officer also supports the planning and coordination of communications, including liaison with the Secretary General's office and department heads.

### Reporting Relationships

Reports to : Director of News

Functional Relationships : Senior staff of all departments

### Responsibilities and Duties

- Write and/or edit stories for the ABU website, the weekly e-newsletter, the quarterly ABU News magazine and the annual report, ensuring all content is of a high professional standard, serves a strategic purpose and reflects the values of the ABU.
- Work closely with the SG's office and department heads to develop content ideas and optimise distribution.
- Assist with the publication of six issues of Technical Review each year. Tasks include editing stories submitted by staff and technical contributors.
- Support the design of all content, ensuring story prioritisation and presentation reflects ABU objectives and professional standards.
- Produce and publish other publications as required.
- Report and provide comprehensive coverage of ABU events, including the General Assembly.
- Develop social media content promoting ABU events, activities, projects and services for YouTube, Facebook, LinkedIn, Instagram and X (Twitter).
- Create, publish and share content across all social media platforms to increase member engagement and to identify potential new members.
- Identify opportunities to live blog and tweet ABU events.
- Assist in the live streaming of selected ABU events on YouTube and Facebook, as required.
- Evaluate and report on social media analytics and performance to improve results.
- Establish and maintain successful inter-personal relationships and communication with all colleagues.

### Qualifications

#### Mandatory

#### 1. Education:

- A bachelor's degree in journalism, communications, English, or a related field is commonly required. This provides a foundational understanding of journalism principles, writing skills, and media ethics.

2. Work Experience:
  - At least 2-3 years relevant experience in the related field, with Non-Profit Organization background will be an added advantage.

## Applications

Your application should accompany the following:

1. Detailed CV listing the work history and academic qualifications including two referees.
2. Cover letter (maximum 1200 words) outlining why the candidate believes they can successfully fill this role.
3. Copies of Educational/Academic certificates and other documents to support your application.
4. Recent photograph (passport size, not older than six months from application date).

*Please note that only shortlisted candidates will be notified via email.*

*Please note that only shortlisted candidates will be notified via email. The deadline for application is **15<sup>th</sup> January 2024**. Your application should be sent via email to the Human Resource Department at: **shabana@abu.org.my***