



together possible.

WWF-Laos
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JOB DESCRIPTION

Position title: Senior Communications Officer, WWF-Laos
Reports to: Communications and Advocacy Manager
Department: Communications and Advocacy Unit
Location: Vientiane Capital, Laos, with frequent travel to the field

1. Background

WWF has had a presence in Laos since the late 1980s, with the WWF-Laos office officially established in 2001. Today, our head office is in Vientiane capital, with seven field offices across the country and over 75 staff members working with partners to deliver effective conservation. WWF-Laos is part of WWF-Southeast Asia, receiving supervision and support from WWF International and Network. Offices in many countries worldwide. The office also receives financial support from various donors for the implementation of conservation projects in Laos.

Our mission for Laos is to build a future where the people of Laos can thrive and live in harmony with nature. By working in partnership with the government of Laos, private sector, communities, and local and international organizations, we can address the threats to biodiversity and habitat loss and move towards a greener, nature-based future for the sustainable and long-lasting benefit of both people and wildlife.

Our conservation programmes in Laos are implemented across four key thematic areas: Forests, Freshwater, Wildlife, and Circular Resilience, as well as various cross-cutting themes and activities to ensure a fully inclusive and participatory approach. It also includes efforts in nature-based solutions and sustainability across key priority areas and conservation sites. Each programme has its own targets and objectives, but they are all integrated and cross-cutting, ensuring a cohesive approach to conservation across the country.

Communications and Advocacy is one of the operational functions in WWF-Laos and plays a critical role in achieving outcomes and raising the profile of WWF-Laos with a vision of Defining WWF's Presence, with the motto 'Think Conservation, Think WWF-Laos'.

The expected outcomes of implementing the communications strategy include:

- WWF-Laos is recognized as a trusted partner to communities, government, donors, other NGOs, through partnership, advocacy, and engagement.
- Communications (as a function) is clearly understood within the organization and internal capacities are strengthened.

The aim of the communications department is to communicate WWF-Laos' mission and activities effectively while also growing trust and engagement of WWF-Laos with key



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audiences.

The key objective of the function is to implement the communications and advocacy strategy to effectively contribute to the delivery of the conservation strategic plan by growing the reputation of WWF as a well-known environmental organization in Laos. Effectively implementing the strategy means raising public awareness; building an online and digital presence; presenting WWF as a solutions-based, credible organization in key forums; and being viewed as a key partner and conservation solution catalyst.

2. Major Functions

The Senior Communications Officer works closely with a Communications and Advocacy Manager in implementing the communications and advocacy strategy while supporting programmatic communications needs. This includes coordination with project teams for communications-related activities, developing external relations with mainstream media and donors, managing social media, organizing exhibitions, producing impactful and engaging materials liaising with printing suppliers, among other responsibilities.

3. Duties and Key Responsibilities

- Lead exhibitions and public booths at key environmental events to boost WWF-Laos visibility and engagement.
- Ensure WWF-Laos' visibility by executing public-facing events, such as representing WWF-Laos in exhibitions and relevant events.
- Enhance the visibility of WWF-Laos and its projects, through communications products and exhibitions.
- Support internal capacity building through training, feedback on field materials, and brand protocol guidance.
- Regularly assist the programme team in creating Information, Education, and Communication (IEC) materials for community engagement and awareness-raising activities.
- Develop and organize communication assets (folder) for internal use.
- Maintain a pipeline to collect regular communications assets sourced from across geographic locations and thematic areas – where WWF-Laos operates.
- Where requested, take part in communications asset gathering trips to field project sites. Collect conservation stories from the field – which includes gathering impactful quotes and multimedia assets (photos and videos) that can be developed into short stories to share with media, websites, and social media or other channels and audiences in Laos.
- Coordinate communications campaigns and content around key conservation events, national/international days, and project milestones.
- Cultivate media relations by pitching and developing timely stories, releases, and other updates to share with journalists.
- Engage with local journalists/media for the promotion of conservation in the news.



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- Monitor and report on media coverage, social media analytics, and engagement to improve outreach.
- Develop content with graphic elements for social media use and other related communications purposes.
- Regularly produce content for sharing on social media platforms for WWF-Laos.
- Provide colleagues to review Laos translations.
- Coordinate with external vendors including printing suppliers when required.
- Support administrative needs of WWF-Laos' Communications and Advocacy unit.
- Other duties as needed.

4. Profile

- A bachelor's degree in communications, public relations, marketing, media, or related field OR 3 years of relevant professional experience.
- General knowledge of multimedia content creation, with capacity to use graphic design/illustrations software – including Adobe illustrator/photoshop and video editing tools are strongly desired.
- Good storytelling/writing and content development skills.
- Good public communication skills.
- Excellent use of the Lao language for communications - especially writing.
- Fluent in English speaking and writing.
- Strong interest in conservation and environmental issues and capacity to communicate these through the use of different mediums.
- Be able to travel to provinces to document field activities and gather multimedia assets for communications purposes.
- Experience working for an NGO or international organization is desirable.
- A strong storytelling instinct with the capacity to collect, produce and disseminate impactful stories.
- Ability to work and converse with various teams and stakeholders.

5. Working Relationships:

- **Internal** – Report directly to the Communications and Advocacy Manager, coordinate on a regular basis with the programme team, Technical Advisors. Engage with all WWF-Laos staff.
- **External** – Interact with all relevant stakeholders at the community, district, and provincial level. NGOs and business sector on an ad-hoc basis.

6. WWF's Values & Behaviours:

- Adhere to WWF's values: Courage, Respect, Collaboration and Integrity.
- Demonstrates WWF core value in action of working:



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- We demonstrate courage through our actions, we work for change where it's needed, and we inspire people and institutions to tackle the greatest threats to nature and the future of the planet, which is our home.
- We live the principles we call on others to meet. We act with integrity, accountability, and transparency, and we rely on facts and science to guide us and to ensure that we learn and evolve.
- We honor the voices and knowledge of people and communities that we serve, and we work to secure their rights to a sustainable future.
- We deliver impact at the scale of the challenges we face through the power of collective action and innovation.

7. **Contract duration:** WWF-Laos can offer you 1-year initial with possible extension with industry leading benefit and salary package and ample opportunity for professional development. For more information on our work in Laos, please visit: www.wwf.org.la
8. **How to apply:** Please submit your CV and Cover letter in English in PDF format to e-mail: jobs.laos@wwf.org.la and mention the position you apply.
9. **Deadline for applications:** **05 January 2026.** Only short-listed candidates will be contacted for interviews, expected to take place between mid and late January 2026.

WWF does not charge or accept a fee at any stage of the recruitment process. WWF is committed to a fair, respectful, and inclusive work environment where every individual has equal opportunity to apply.