



Lead-Strategic Communications

Headquarters-Tainan, Taiwan

The World Vegetable Center (WorldVeg) is a non-profit, autonomous international agricultural research center with headquarters in Taiwan and five regional offices around the globe. WorldVeg conducts research and development programs that contribute to realizing the potential of vegetables for healthier lives and more resilient livelihoods. For more information please visit our website: www.worldveg.org.

WorldVeg is seeking a creative and enthusiastic individual to join the Center as Lead - Strategic Communications. The position will be based at WorldVeg's headquarters in Shanhua, Tainan, Taiwan, and will report to the Deputy Director General for Partnerships.

Key Responsibilities:

1. Brand Development & Visibility:

- Strengthen and elevate WorldVeg's branding and corporate image, boosting visibility to enhance business development and global recognition.
- Oversee and manage the Center's website and strengthen social media presence, ensuring consistent, engaging content that aligns with organizational goals.

2. Content Creation & Communication:

- Provide timely, high-quality writing and editorial support to WorldVeg staff and partners, ensuring clear, effective communication.
- Translate scientific and technical content into accessible language and various communication products for diverse audiences.
- Lead the production of the Center's publications, including annual reports and Fresh! Newsletters, showcasing WorldVeg's work and impact.
- Design and execute multimedia campaigns utilizing video, infographics, and other tools to enhance marketing and outreach efforts.

3. Global Communications Leadership:

- Update and implement WorldVeg's communications strategy.
- Lead and support a network of communications focal points based at WorldVeg's regional and country offices to ensure consistent and effective messaging across the organization.
- Promote teamwork and strengthen internal communications, fostering a collaborative and transparent environment within the Center.

4. Event Management & Strategic Engagement:

- Support and assist in organizing and executing strategic events, ensuring WorldVeg's visibility and influence on international platforms.
- Travel to project sites to capture stories of impact, collect testimonials, and develop compelling communication products for diverse stakeholders.

5. External Relations & Partnerships:

- Manage contracts and liaise with external consultants, communications agencies, and international media to amplify WorldVeg's message and initiatives.

6. Additional Duties:

- Undertake other duties as required by the evolving needs of the Center, as directed by the supervisor.

Required qualifications, experience, and specific competencies:

Education

- Master's degree in communication, marketing, journalism, or related disciplines.

Experience

- Minimum of 5 years of professional experience in science communication or marketing, ideally within international research organizations, development organizations, or science media.
- Proven expertise in creating multimedia materials, including video, infographics, and other communication products.
- Sound working knowledge of communications tools, platforms, and channels.

Competencies

- Ability to explain complex scientific issues in broadly accessible and engaging language.
- Ability to work effectively with a diverse, global team and stakeholders from various cultural backgrounds.
- Strong interest in agricultural issues, nutrition, natural resources, and/or sustainable development.
- Exceptional time management skills with the ability to handle multiple projects simultaneously and meet deadlines.
- High personal and professional integrity, strong self-motivation, sound judgment, and the ability to work independently with minimal supervision.
- Fluency in both spoken and written English.
- Willingness to travel to project locations across Africa, Asia, and Latin America as needed.
- Knowledge of French would be a distinct advantage.

The Reward:

This is an ***Internationally Recruited Staff (IRS)*** position with competitive pay and benefits. The initial appointment is for three years and may be extended depending on the performance of the incumbent and the availability of resources.

The candidate we hire will embody WorldVeg's Core Values:

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| 1. <i>Dedication to Innovation and Knowledge Sharing</i> | Supports the conduct of world-class science, respects ethical standards, and is committed to sharing results in a transparent manner. |
| 2. <i>Commitment to Impact</i> | Aspires to achieve positive, tangible, and lasting impact contributing to Sustainable Development Goals. |
| 3. <i>Commitment to Partnerships</i> | Believes in the value of partnerships to advance research for development. |
| 4. <i>Respect for People</i> | Respect the diversity of gender, culture, ethnic origin, religion, age, beliefs, and views. |
| 5. <i>Respect for the Environment</i> | Strives to minimize its environmental impact and to introduce greener technology and practices. |

How to Apply:

Applicants should submit a letter of application explaining their suitability for and interest in the position along with a curriculum vitae, a recent passport-size photograph, names, and addresses (including telephone/e-mail) of three referees, and date of availability to human.resources@worldveg.org before **31 January 2025** or until a suitable candidate is found. Please send your application package in one PDF file and mention the position title in the subject line.