



**EMBASSY OF DENMARK**  
*Jakarta*

## **VACANCY**

### **COMMUNICATIONS AND PD OFFICER**

### **EMBASSY OF DENMARK IN INDONESIA**

<b>Position:</b>	Communications and PD Officer
<b>Terms of employment:</b>	Full time (37 hours weekly) one-year fixed-term contract with possibility of extension.
<b>Starting date:</b>	1 February 2025 or soon thereafter.
<b>Salary range:</b>	Basic gross annual salary IDR 228,000,000 (with possibility of additional allowances for special qualifications)
<b>Location:</b>	Embassy of Denmark in Jakarta, Menara Rajawali, 25 <sup>th</sup> Floor, Jl. DR Ide Anak Agung Gde Agung, Kawasan Mega Kuningan, Jakarta 12950.
<b>Deadline for application:</b>	Sunday 12 January 2025

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Are you an individual passionate about communications and eager to boost your digital skills while working in an international environment? Then join the Danish Embassy in Jakarta as our new Communications and PD Officer! We are looking for a proactive and creative team member who will play a crucial role in enhancing our online presence and showcasing Denmark's engagement in Indonesia.

### **JOB DESCRIPTION**

The Danish Embassy works to strengthen relations between Indonesia and Denmark through various sectors, and our Communications and PD Officer is at the heart of promoting this work. You will handle strategic communications, public diplomacy, and digital outreach, engaging with audiences on social media and beyond. You will be the key responsible for the Embassy's communication and PD work and work closely with the different embassy teams that will provide the content that needs to be published in an engaging manner.

**Key responsibilities will include, but are not limited to:**

#### **Content Creation and Social Media Management**

- Develop engaging content for the embassy's social media platforms (mainly Instagram & LinkedIn), ensuring consistent voice and messaging aligned with the embassy's branding guidelines. The Communications and PD Officer would have to be aware of content creation types and audiences for both Instagram and LinkedIn
- Draft and schedule social media posts, monitor engagement metrics, and adapt strategies to maximize reach and impact.
- Create visually appealing graphics, infographics, and short videos to support public diplomacy and promote embassy activities.
- Live-post from events and provide real-time updates on relevant embassy initiatives.
- Basic skill on photography and videography for use on digital platforms
- Basic skill on photo and video editing

#### **Strategic Branding and Campaigns**



- Assist in planning and executing digital campaigns to highlight bilateral relations, special events, and key embassy initiatives.
- Generate new ideas for digital content that can strengthen the embassy's brand and promote its strategic priorities.
- Coordinate with various embassy teams to identify and feature relevant stories and achievements.

#### **Media Monitoring and Reporting**

- Monitor social media platforms and local news outlets for mentions of the embassy and important developments related to embassy work.
- Provide weekly reports on social media performance, media coverage, and trends in online discussions relevant to embassy activities.
- Analyze data to evaluate the impact of social media efforts and recommend adjustments to improve outcomes.

#### **Event Coverage and Support**

- Provide digital coverage for embassy-hosted events, including live streaming, photography, and behind-the-scenes content.
- Assist in the logistical planning and promotion of events through digital platforms.
- Coordinate with other embassy staff to ensure efficient communication and content delivery before, during, and after events.

#### **Communications and Public Diplomacy Support**

- Support the creation and distribution of email campaigns for special announcements, invitations, and newsletters.
- Assist with media inquiries and the coordination of media interviews and press briefings.

#### **Collaboration and Teamwork**

- Collaborate with other teams in the Embassy to support their communication needs, aligning their messages with the embassy's overarching communications strategy.

#### **Ongoing Tasks and Responsibilities**

- Stay informed about trending topics, social media challenges, and opportunities to engage the public in relevant discussions.
- Respond to messages, comments, and inquiries on social media platforms in a timely and professional manner, while adhering to the embassy's communication policies.
- Maintain a comprehensive editorial calendar that outlines upcoming posts, campaigns, and content themes.
- Participate in regular brainstorming sessions to pitch creative concepts for enhancing the embassy's digital presence.

#### **Crosscutting Tasks and Responsibilities**

- **Support Across Embassy Sectors:** Provide assistance to various sectors within the embassy (e.g., Trade, Political, Maritime, Energy, Food & Agriculture, Environment) when needed, contributing to their communications efforts, including drafting content, managing events, and helping with digital outreach.
- Proactively seek opportunities to enhance the embassy's online reputation and visibility.
- Demonstrate a high degree of quality and precision in written and visual content, ensuring all materials reflect the embassy's brand.
- Apply the embassy's strategic objectives to all communications efforts and actively contribute to achieving public diplomacy goals.
- Contribute to the embassy's overall mission by supporting communications-related tasks for other departments when needed, including consular, cultural, and development work.
- Stay current with emerging digital trends, platforms, and technologies to keep the embassy's communications strategy innovative and impactful.
- Maintain situational awareness of key topics relevant to embassy work and integrate these into digital strategies.



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Other tasks can be added based on your skills and performance. You will report to the Deputy Head of Mission.

## **QUALIFICATIONS**

- Graduate degree or equivalent ideally in Communications, Media Studies, Public Relations, or a related field.
- Minimum 2 years work experience with communications and PD related work.
- Strong communication skills to build and maintain strong networks with stakeholders.
- Strong English skills (written and oral) are essential, and candidates will be tested on their ability to communicate effectively.
- A passion for communications, social media, and digital content creation.
- Proactive and service-oriented, with excellent people skills and a strong sense of teamwork.
- Knowledge and interest in Indonesian current affairs, media trends, and political processes.
- Skill in content creation software (such as Canva), and also in video editing software (such as CapCut).
- Skill in Photography and Videography.
- Knowledge of Danish or Nordic culture is an added advantage, but not a requirement.

Intrapersonal Skills:

- Ability to find solutions to challenging situations and demonstrate a solution-oriented approach.
- Ability to work independently and take initiative, while also collaborating effectively with colleagues.

### **What we offer:**

The Embassy is offering a one-year contract with the possibility of extension in accordance with regulations for local staff at the Embassy of Denmark in Jakarta. Your salary will reflect your qualifications, relevant experience and proven work-related results. Basis gross annual salary is IDR 228,000,000 with possibility of additional allowances for special qualifications and functions. In addition, it is possible to receive a performance based bonus.

We would like you to start at as soon as possible (subject to security approval).

### **Application and recruitment process:**

Please send your application **IN ENGLISH** (cover letter, CV, proof of relevant education, recommendations) by e-mail to: Embassy of Denmark, E-mail: [jktambvacancy@um.dk](mailto:jktambvacancy@um.dk) - with subject 'Communications and PD Officer\_[your name]' no later than Sunday 12 January 2025.

The Embassy is obliged to follow EU-rules on handling personal information (GDPR) when receiving and processing job applications. Our processing of personal information will be based on your consent (art. 6, no. 1 litra a). Before applying, please read the privacy policy of the Danish Ministry of Foreign Affairs at <https://um.dk/en/about-us/organisation/contactinformation/the-ministry-of-foreign-affairs-of-denmark-personal-data-policy/>. By submitting your application, you actively consent to our processing of your personal information. The policy outlines your rights, including your right to withdraw consent, details on how we process your data, and information on how to raise concerns about our processing of your personal data.

The Embassy values equal opportunities and welcomes applications from all qualified individuals, regardless of race, sex, religion, age, or disability.



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Please note that only short-listed candidates will be contacted. The selected candidate must provide a “No Criminal Record” and successfully pass security clearance by Danish authorities before appointment.

**Questions**

For any questions regarding this position, please contact:

Mr. Per Brixen, Deputy Head of Mission, [perbri@um.dk](mailto:perbri@um.dk) or

Ms. Nada Imad Amir Habib, Communication & Public Diplomacy resource, [nadhab@um.dk](mailto:nadhab@um.dk)

Please note that questions cannot be expected to be addressed before 6 January 2025 due to the end-of-year holidays.

**About us**

For more information about the Embassy, see our web page <https://indonesien.um.dk/en>.

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