

## Terms of Reference

### Position Description

<b>Position Title</b>	Community Affairs – Communications Fellow  This position is part of the ASEAN-SAP Apprenticeship Programme (ASAP) brought together by the ASEAN Foundation and SAP
<b>Organization Name</b>	ASEAN Foundation and SAP
<b>Organization Address</b> <i>Where the Fellow will serve</i>	ASEAN Foundation's office (work from home or work from office): <a href="https://www.aseanfoundation.org/contact">https://www.aseanfoundation.org/contact</a>  or  Virtual where there is no SAP office in the location of the selected fellow.  Within the same city that the fellow resides, the fellow could come into SAP's office: <a href="https://www.sap.com/sea/about/company/office-locations.html">https://www.sap.com/sea/about/company/office-locations.html</a>
<b>Report to</b>	ASEAN Foundation: Head of Communications Unit of the ASEAN Foundation  SAP: Head of Corporate Social Responsibility, East Asia & Pacific
<b>Matrix Reporting</b>	Project Manager for the ASEAN Foundation-SAP Joint Initiatives
<b>Status of Employment</b>	This is a one-year consultancy type of employment with regular performance evaluation

### About the Apprenticeship

The ASEAN-SAP Apprenticeship Programme (ASAP) is brought together by the ASEAN Foundation and SAP. As an ASEAN's body, the ASEAN Foundation is tasked to support ASEAN mainly in promoting awareness, identity, interaction and development of the people of ASEAN. SAP is the world's largest provider of enterprise application software with a purpose to help the world run better and improve people's lives.

#### *Why we are recruiting*

According to the International Labour Organisations (ILO), apprenticeship programmes play a crucial role in improving youth employability by acquiring relevant skills, which eventually contributes towards matching skills in demand in the labour market with skills acquired in education and training systems. The CSR apprenticeship aims to imbue and enrich the experience of successful applicants with exposure to real world setting of both a Non-Government Organization (NGO) and a Multi-national Corporation (MNC) experience, all with an aim of making social impact through their programs and partnerships with internal and external stakeholders. With the experience gained, we

hope that the apprentice will have gained a better appreciation of stakeholder management and the inner workings of an NGO and MNC thereby improving the employability of the individual.

### **Purpose of the Position's Recruitment**

The Community Affairs – Communications Fellow is hired to support the ASEAN Foundation's mandate which is mainly to promote ASEAN awareness, identity, interaction and development of the people of ASEAN, not to mention support the achievement of the vision of the ASEAN Blueprint 2025 which is to create a dynamic, resilient, and innovative ASEAN Community. The Fellow is also recruited to support SAP's CSR initiatives in East Asia & Pacific spans across 18 market units, constituting both skilled and traditional volunteering, making grants to both strategic CSR partners as well as charities to enable their social impact. These initiatives are focused on the three key pillars: Skilling Asia, Enterprising Asia, and Greening Asia.

### **About the Position**

The Community Affairs – Communications Fellow will undertake both SAP's and the ASEAN Foundation's works with a division percentage of 80% for SAP and 20% for the ASEAN Foundation. They will report to the Head of SAP CSR East Asia and Pacific for SAP-related works and Head of Communications Unit with close coordination with the Project Manager for the ASEAN Foundation-SAP Joint Initiatives for the Foundation-oriented tasks. They will also work together with other SAP's and the ASEAN Foundation's relevant staff when performing their duties. They will be hired as consultants with the monthly fee and insurance allowance.

### **Main Responsibilities**

#### **For SAP-related Tasks (80% of the total working hours)**

- Administer (33%): Perform necessary administrative tasks that contribute towards successful community management/engagement and delivery of employee volunteerism.
- Analyse (33%): Contribute insights towards the impact of SAP's CSR programs and trending analysis of key CSR metrics across East Asia & Pacific
- Activate (33%): Actively cultivate volunteers and increase volunteering hours of SAP employees towards a variety of causes aligned with SAP's Global CSR strategic pillars and Government's priorities.

#### **For the ASEAN-Foundation-related Tasks (20% of the total working hours)**

- **Social Media Administration (70%):**
  - Develop comprehensive and robust social media strategy of ASEAN Data Science Explorers Programme and/or other ASEAN Foundation-SAP Joint Initiatives that can be seamlessly integrated with the overall ASEAN Foundation's communication strategy.
  - Propose and improve ideas for social media contents by brainstorming with colleagues from communication and programme units.
  - Develop efficient and scalable social media posting schedule.
  - Explore ways to add value to infographics, photos and videos used as social media visual to amplify the impact of captions.

- Seek for possibilities to do a social media cross-promotion with other ASEAN entities, regional partners and local organisations.
  - Ensure that all final social media contents are typo-free and use appropriate visuals prior to circulation.
  - Conduct monthly social media monitoring and provide brief analysis report on social media performance.
  - Harness the Meltwater application to identify social media aspects that can be improved.
- **Event Management (15%)**
    - Assist in developing communication products for launching events, workshops and exhibitions and liaise with vendors.
    - Coordinate the social media live streaming activities, such as Facebook Live and Instagram Story.
    - Coordinate the photo-taking and video-taking activities of all events by using communication protocol as a guidance.
- **Other Communication and Outreach Tasks (15%)**
    - Support the development of press releases and speeches.
    - Assist in taking pictures and photos of events.
    - Execute other communication and outreach tasks as assigned.

### Performance Assessment

The successful candidate will be assessed on the following:

#### For SAP-related Tasks:

- Improve visibility of existing and new programmes internally and externally
- Key CSR metrics, e.g. Lives Impacted, Number of Volunteers, and Volunteering Hours
- Level of collaboration with the rest of the team and external stakeholders

#### For ASEAN Foundation-related Tasks:

- Accomplishment of the assigned tasks pertaining to the promotion and communication of the ASEAN Foundation-SAP Joint Initiatives

### Qualification

To apply for this position, an applicant must be aged 21 to 26 with ASEAN nationalities and based in the 10 ASEAN Member States. Other required qualifications are as follows:

#### Education and Experience

- Degree in communications or other relevant fields
- Proven track record of successfully engaging and working with stakeholders
- Team player with the ability to absorb, synthesize and develop a wide variety of insights, combined with a set of strong organizational and coordination skills
- A max of two (2) years of working experience in communication/digital communication
- Good understanding of digital trend in ASEAN would be an advantage

#### Technical Skills

- Critical thinking and problem-solving skill
- Excellent communication skills, responding to user needs in a prompt, courteous manner
- Strong attention to detail
- Strong analytical skills, including the ability to analyse and organize data
- Strong organizational and writing skills
- Highly proficient in written and spoken English
- Proficient in Microsoft Word, Excel, Power Point and digital media
- Preference: good design skills, Microsoft Sway, and Microsoft Sharepoint knowledge

#### What the Fellow will receive

- Opportunity to be exposed to both corporate and non-profit experience while gaining experience in international operations from both the ASEAN Foundation and SAP.
- Full-time salary (the salary amount will be adjusted with the standard salary of fresh graduates or employees with max. two years of work experience at each respective ASEAN country) and medical insurance as per the ASEAN Foundation's regulations
- Opportunity to get upskilled during the programme

#### How to apply

Any interested candidates must send their motivation letter together with CV and three referees no later than 19 November 2021, 23.59 Jakarta time to [recruitment@aseanfoundation.org](mailto:recruitment@aseanfoundation.org) with copy to [ilan.asqolani@aseanfoundation.org](mailto:ilan.asqolani@aseanfoundation.org) with the following email subject: **ASAP – Communications Fellow**. Only short-listed candidates will be contacted.

#### Queries

Please email [ilan.asqolani@aseanfoundation.org](mailto:ilan.asqolani@aseanfoundation.org)