

Communications Strategy: Roles and Responsibilities

27 June – 1 July , 2016
Daejeon, Republic of Korea



Define roles

Who can do it?



Questions to better define roles

- * Does your agency/initiative have a dedicated communications staff?
- * If you don't have communications professionals on staff, who can be influential in communicating your work?
- * Do partners or other agencies have responsibilities for the project/work?

Remember

- * *It is vital that management of communications activities is shared among all staff and integrated into daily work and responsibilities*
- * Consider staff that produces work for the project/initiative, and assign communications responsibilities based on expertise and availability
- * The Global Strategy in Asia Pacific has a dedicated Communications Advisor and is here to help

Sample responsibility table

Person or Group	Global Strategy Role	Comms Responsibilities	Time and Frequency
Jamie Kemsey	GS Asia Pacific Communications Advisor	GS Asia Pacific newsletter	Bi-monthly
		Website updating	Weekly
		GS Asia Pacific short film	Launch: August 8, 302016
		Country flyers for GS countries that joined in 2015	October 2016
Allan Nicholls	Regional Coordinator, GS in Asia Pacific	Global Strategy progress presentations	Regional and country meetings – As scheduled
		Information kit distribution	Regional and country meetings – As scheduled



Thanks!

