

World Vision Vietnam are looking for Vietnamese competent consultant(s) / *Tổ chức TNTGVN đang tìm kiếm (các) tư vấn viên cho:*

*Consultant for Communication on the Zalo account and other channels of the National Hotline 111*

**Work base/Nơi làm việc: Ha Noi**

**Deadline for application/Hạn nộp hồ sơ: 28 May 2020**

### **WORK CONTEXT / BACKGROUND:**

The project “*Tackling Modern Slavery from Vietnam: An inter-agency programme for behaviour change, access to justice and reintegration support*” funded by the UK government, is led by the Ministry of Public Security, and implemented by the three organizations: International Organization for Migration (IOM), World Vision International in Vietnam (WVI-Vietnam) and British Council (BC). The project goal aims at addressing human trafficking from Vietnam to the UK, focusing on the 5 provinces Hai Phong, Quang Ninh, Nghe An, Ha Tinh, Nghe An, Quang Binh, where the number of potential victims are high. The project interventions cover research, awareness raising, community mobilization, capacity building for local government and services, victim support. WVI-Vietnam is responsible to the third component on Enhancing victim’s rehabilitation and reintegration through identification, protection, support, reintegration for victims and potential victims.

Within the framework of this component, WVI-Vietnam promotes collaboration with organizations in the UK to provide online or tele-counselling to identify victims and potential victims abroad; supports victim’s repatriation, identification and verification procedures, thus to increase the number potential victims who access information and are protected from the risks of modern slavery including trafficking in person. WVI-Vietnam also connects with public security agencies, the national hotline, social protection services to support potential victims.

Besides that, WVI-Vietnam has been supporting provinces to improve child protection (CP) through implementing the National Child Protection Program in 36 districts in 14 provinces since October 2017 to September 2022, benefiting approximately 200,000 children. Promoting communication on child protection issues and reporting through the 111’s zalo account will contribute to the child protection program’s objectives, including: (i) increased knowledge of children, parents,

community on child protection issues, child injury prevention and related policies; (ii) increased accessibility to child protection services, especially for most vulnerable children; (iii) strengthened evidence on the impact of the 111's Zalo account on communication and reporting to advocate the government.

Zalo is one of the most popular application for communication with 50 million users in Vietnam and 100 million users in the world. The application is quite friendly with many free functions such as video call, sending images, GPS...Thus Zalo has huge potentials in connecting with victims to promote awareness raising, reporting, identification, protection and counselling for repatriation in the case of trafficking victims.

WVI-Vietnam has collaborated with the National Hotline 111 – MOLISA to develop the application to connect and synchronize the Zalo account – the website and the database of the national hotline 111, covered by the TMSV fund with technical support from the CPTP team to increase outreach to child protection and trafficking victims and at risk groups. Now there is a need to have a consultant to work on the communication program on this application to raise the public's awareness on child protection and trafficking issues, to enhance accessibility of people including children to reporting and counselling services.

### **OBJECTIVES AND EXPECTED RESULTS:**

#### **1. Objectives:**

- To promote communication on child protection and trafficking prevention and the 111's services to the public.
- To increase accessibility of the target groups (victims, potential victims, at risk groups, service staff) in Vietnam and in the UK to the Hotline 111 to receive support and counseling relating to trafficking and safe migration.
- To increase accessibility of children, parents, child protection staff to the Hotline 111 to receive information, to report, to receive support, counseling and referral to other services, including local services.

#### **2. Expected results:**

- 1 communication framework on child protection and trafficking prevention for the application for the whole period. The frame work may cover branding; logo; slogan, mission and vision, partnership with mass media, How to maintain and increase access to the official account
- 1 communication campaign per each quarter, 1 communication event per month, with daily interaction from June to September 2020
- A set of communication messages with good quality in both content and image to use as communication materials on the application.

### **CONSULTANCY QUALIFICATION AND OTHER REQUIREMENTS:**

#### **1. Qualifications:**

- University/ college graduate, specialized in communication, press, media, marketing, communication design and other related sectors.
- 3-5 years' experience in communication; At least, 1 year experience in developing, designing, and implementing communication campaigns on Zalo/ Facebook/ other social media channels.
- Having interest and experience in development, child protection issues, trafficking issues, advocacy and other relevant social knowledge.
- Having ability to compose, edit and process information in creative and diverse ways.
- Being fluent in using computer and basic office applications (Word, Excel, Internet)
- Being fluent in using tools/ applications for design and making video is a plus.
- Having ability to work independently and complete tasks on time, can travel according to the project's requirements.
- Being fluent in English and Vietnamese (reading, writing)

#### **2. Other requirements**

- Comply with WVI-Vietnam's policy and procedures, including child and adult safeguarding policy

- Comply with policy and procedures of the National Hotline 111.
- Report on task completion according to the plan of each period.
- Collaborate with TMSV and Child Protection teams to implement related interventions.

**KEY MILESTONES AND DELIVERABLES:**

No	Key milestones	Timeline	Expected deliverable	Estimated No of days
1	Communication framework on child protection and trafficking prevention for the application for the whole period.	June- July 2020	Communication framework and plan submitted by July 2020.	15
2	Theme 1: Child protection in COVID-19 integration with Hidden Hero (ITAW campaign)	June 2020	Report of completion, including a set of communication messages on this theme submitted by June 2020	20
3	Theme 2: Human trafficking prevention (on the occasion of the national day on human trafficking prevention 30/7)	July – August 2020	Report of completion, including a set of communication messages on this theme submitted by August 2020	20
4	Theme 3: Child protection in COVID-19 (continuous)	August - September	Report of completion, including a set of communication messages on this theme submitted by September 2020	25
	Total			80 days

The communication themes are tentative and will need to be flexible and responsive to the trends or emerging child protection and trafficking issues

**3. Consultancy package:**

- Consultancy period: from June to Sept 2020 (according to the project time frame of TMSV project, depending on the completion of deliverables listed below).

- Consultancy package will be paid based on completion of each deliverable as indicated in the table of milestones and deliverables that are endorsed by both the National Hotline 111 and WVI-Vietnam. Consultancy rate per working day will be proposed by the consultant and agreed among stakeholders.
- Consultancy costs will be paid in line with the agreement (included income tax) and according to each deliverable completed in the timeframe.
- Travelling and accommodation costs for the consultant during fieldtrip will be covered by WVI-Vietnam.

## **IMPLEMENTATION:**

### **1. Consultant**

- Implement the work according to the Terms of Reference frame and based on discussion and agreement weekly and monthly with WVI-Vietnam and the National Hotline 111;
- Work at the National Hotline 111 office or according to the agreement of stakeholders and under the direction of line manager;
- Self-equip required facilities to fulfil the tasks;
- Comply with related policies of WVI-Vietnam and the National Hotline 111.

### **2. The National Hotline 111 – Department of Children Affairs, MOLISA**

- Cooperate with WVV to select the most suitable consultant;
- Discuss and agree on contents and requirements with TMSV project – WVI-Vietnam child protection team in order to develop and administer communication channels as required;
- Directly instruct the consultant and review content before posting and sharing together with WVI-Vietnam;
- Cooperate with WVI-Vietnam to manage the consultant;
- Provide working place for the consultant;

- Ensure the quantity of counsellors and technique to provide timely online counselling;
- Operate and ensure the sustainability of this communication and online counselling channel.

### 3. **World Vision International in Vietnam**

- Provide relevant materials/documents;
- Co-approve communication content with the National Hotline 111;
- Share information on local contexts and specific cases when developing content;
- Discuss and agree with the consultant on technical aspect of the content, plans of action and other relevant expectations/requirements;
- Closely cooperate with all related stakeholders, feedback and discuss timely to develop and finalize the communication strategy, adjust when needed to ensure quality of communication.
- Provide technical and financial support; settle payments of consultancy package per completed sections (which will be agreed with the consultant) and comply with Financial Policy of WVI-Vietnam.

#### **APPLICATION:**

- The interested consultant please send your most updated CV and related certificates, documents to apply for this activity no later than 28 May 2020
- Please note that only short-listed candidates will be contacted for further interview and selection.

World Vision Vietnam is a Christian non-government organization. Applicants having working experience in a similar kind of organization will be an advantage.

Our contact details are:

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***We give equal opportunity to every candidate, regardless of religion, race and gender.***