



## **JOB DESCRIPTION**

<b>Position</b>	<b>Digital Communicator</b>
<b>Team</b>	Communications and Fundraising
<b>Status</b>	Full time
<b>Location</b>	Hanoi
<b>Last updated</b>	January 2021

### **Job Purpose**

To inspire the world to support Blue Dragon's work, using online and digital communications.

### **Job Context**

Blue Dragon Children's Foundation is a grassroots charity serving children in crisis throughout Vietnam. Blue Dragon believes that every child deserves the best care the organisation can offer. Blue Dragon kids are street kids, children with disabilities, and young people who have been trafficked. Blue Dragon rescues kids from danger and slavery, reunites them with their families when possible, and provides all the services needed for recovery and growth.

The Communications and Fundraising team ensure the success of Blue Dragon's work through fundraising, communications and marketing, and by maintaining our excellent reputation with donors, sponsors and the wider community.

Blue Dragon is a child-safe organization, committed to the protection and exceptional care of children. We require all staff and volunteers to agree to and abide by our Child Protection Code of Conduct.

We offer equal employment opportunities to all qualified persons without discrimination or harassment. We will make any necessary job accommodation for persons with disabilities or special needs.

### **Key Objectives**

- Grow Blue Dragon's digital and social media presence
- Create amazing written communications and digital media for a variety of audiences and purposes
- Support the team to fulfill its strategies and objectives

- Uphold Blue Dragon’s mission and values

### **Main responsibilities**

The position responsibilities will be negotiated with the Manager and other members of the team, and are expected to include:

#### *Social and Digital Media*

- Work within a team to keep Blue Dragon’s website up-to-date, fresh and optimised.
- Work within a team to plan, write, schedule and post online content.
- Develop communications content to promote Blue Dragon’s work.
- Keep abreast of current and evolving practices in social and digital media, fundraising and communications, and develop ideas to optimise Blue Dragon’s social media presence.
- Research and make recommendations to optimise Blue Dragon’s social media presence.

#### *Communications Materials*

- Produce or assist with the development and production of communications materials, including newsletters, annual reports, brochures, videos/films and media packs as well as content for major events, campaigns and appeals.
- Edit reports and updates prepared by other team members.
- Liaise with program staff to gather information on program activities for reporting to and engaging with donors on program activities.

#### *Other*

- Contribute to and implement the Communications and Fundraising manuals and strategies.
- Support the team with hosting visitors and attending events.
- Support the whole team with identifying needs and problems and initiating solutions and improvements.
- Support other team members to develop their own writing skills.

### **Support**

The Digital Communicator supports the entire Communications and Fundraising team, and is closely supported by the Digital Communicator (Team Leader) and the Manager.

### **Key selection criteria**

#### *Essential*

- Education or experience in PR, Journalism, Communications or Marketing.
- Demonstrated commitment to Blue Dragon’s values.
- Superior written English language skills, adept at writing for different audiences.
- Skills in editing and proofreading.
- Experience in social media, website development and the digital environment.

- Ability to work independently, set priorities and complete work accurately and to deadlines.
- Desire and proven ability to work as part of a team, with great interpersonal skills.

*Desirable but not essential*

- Experience in working in a non-profit environment
- Skills in using photo editing and graphic design software and tools