

Event and Communications Specialist in Vietnam For the Mekong Region Land Forum 2021

Part-time consultant based in Hanoi

The Mekong Region Land Governance Project (MRLG) aims to improve the land tenure security of smallholder farmers in the Mekong Region and has been operating in Cambodia, Laos, Myanmar and Vietnam since April 2014. MRLG is a project of the Government of Switzerland, through the Swiss Agency for Development and Cooperation (SDC), with co-financing from the Government of Germany and the Government of Luxembourg.

MRLG and its partners successfully organized two Regional Land Forums in Hanoi in 2016 and in Bangkok in 2018 that provided a multi-stakeholder platform for networking and dialogue on land governance issues across the Mekong region, particularly Cambodia, Lao PDR, Myanmar and Viet Nam (CLMV)¹.

This year, MRLF2021 will focus on major reform and initiatives ongoing in the CLMV countries regarding land and forest tenure governance, legal reforms in the sector, and ongoing initiatives of MRLG, FAO and partner organizations. Due to mobility challenges arising from COVID-19, MRLF2021 will be simultaneously organized in four or five geographic locations, one in each of the CLMV countries and potentially Thailand, virtually linked together and with global participants through an online interface. In order to support the preparations for this event in [country] and support communication tasks during the event, MRLG is looking for an Event and Communications Specialist.

Description of the Role:

Under the supervision of MRLG regional Communications Manager, the Event and Communications Specialist (ECS) will assist MRLG team in all aspects of in-country event organization and communication including but not limited to venue selection and management, registration, event creative concept design and production, media identification and coordination, translation/proofread of promotional materials to the local language to ensure that the Forum is attractive to the local audience and that key messages are effectively shared with the target audience.

Specific Tasks:

1. Preparation for MRLF2021:

- Create, and publish regular social media content leading up to MRLF2021 in local language
- Craft, launch, and monitor social media campaigns to generate interest in the event and attract and inform target audiences in the country
- Produce event-related content for organizational pages and the MRLF2021 event page
- Coordinate preparatory logistics such as selection of venue
- Identify and coordinate with local media
- Translate/proofread of the press release
- Coordinate printing materials for the event (poster, banner, leaflets and etc...)
- Identify and coordination for the production of the eco-friendly MRLF meeting package (NFTP products)
- Coordinate and ensure “Green Event” practice

2. Managing communications during MRLF2021 (26-27 May 2021):

¹ See <https://www.mrlg.org/publications/summary-report-of-the-second-regional-land-forum-28-30-may-2018/>

- Participate in and provide communications and coordination support for the in-person event in [country]
 - Regularly coordinate with MRLG Communications team for social media content throughout the event
 - Produce compelling event-related content for event-related pages during MRLF2021, including some interviews of local participants
 - Share with the local press relevant messages about the event
 - Coordinate with the photographer to ensure quality images
 - Coordinate and trouble-shoot real-time logistics such as operation of digital media tools in collaboration with event organizers and their on-the-ground teams
3. *Post-Event Follow-up and Consolidation:*
- Provide post-event follow-up with media outlets covering the event
 - Consolidate key messages and outcomes of the MRLF2021, curating post-event online content across social media and other outlets

Qualifications:

- A degree in communications, journalism, public relations, marketing or related field
- Proven experience in supporting communication for public events and conferences in Vietnam
- Up to date on the latest digital and social media best practices, trends, and technology changes
- Experience in managing social media
- Writing and editing skills
- Excellent oral communication skills
- Knowledge of Microsoft Office suite, Internet authoring tools, smartphone publishing tools
- Proven audience management and problem-solving skills
- Ability to find and tell compelling stories that drive audience awareness and engagement in local language(s)
- Multimedia (Photography and videography) production experience is a plus

Other Requirements:

- Creative and effective resourceful thinker and marketer
- Must be able to manage projects, multitask, and accurately prioritize projects and meet deadlines
- Must be able to remain flexible and be comfortable working in an intense, quick-changing environment
- Commitment to compassion, equity, and community/civic engagement
- Strong organizational skills and ability to handle multiple tasks and changing priorities in a fast-paced environment.

Terms and Remuneration: The Applicant will be contracted for 15 working days. Compensation will be commensurate with the successful applicant's qualifications and competitive with the local standards.

Application Process and Deadline: Applicants are requested to provide a current CV, detailing similar tasks performed with examples of delivery (websites, media content, etc.) and a covering letter to mrlgcommunications@gmail.com by 5 April 2021. Only short-listed candidates will be contacted for an interview.