

## JOB DESCRIPTION

<b>Position title:</b>	<b>Corporate Partnership &amp; Fundraising and Biodiversity Communications Officer, WWF-Viet Nam</b>
<b>Reports to:</b>	Mass Media and Biodiversity Comms Manager, WWF-Viet Nam
<b>Supervises:</b>	Consultant and third party when required
<b>Location:</b>	Ho Chi Minh City or Ha Noi, Viet Nam
<b>Date:</b>	<b>October 2021</b>

### I. Background:

WWF was one of the first International non-government organizations working in Viet Nam. In 1985, WWF began working on a national conservation strategy and since then has worked closely with the Vietnamese Government on a diverse range of environment issues and implemented field activities across the country.

WWF-Viet Nam, in close collaboration with other WWF country offices in the Greater Mekong region including Laos, Thailand, Myanmar, Cambodia and Viet Nam, to initiate and implement number of projects on conserving biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of wasteful consumption and human footprints. Find out more at <http://Vietnam.panda.org/>.

Communications is an integral part of the organization, involved in numerous levels including internal, external and corporate. Its major function is to increase exposure and public awareness, as well as generating private and public partnerships to drive collaboration on a multi stakeholder level in all sectors of society. Additionally, constant modification to improve internal communications across the country and the WWF global network is a core activity, leading to more transparency and efficiency in our daily conservation efforts.

### II. Major Functions:

Communications Officer is responsible for managing the messages of WWF communicating out in an exact, timely and professional manner; working with other communications team members to build the brand identity of WWF-Viet Nam centered around the variety of conservation issues specific to Viet Nam and its work in relation to and collaboration with the larger regional and global scale.

The Communications Officer will also perform on building WWF's brand with appropriate positioning in the corporate market to help deliver strategic marketing outcomes and support WWF's corporate partnerships and fundraising by managing and coordinating joint communications strategies to maintain strong and committed partnerships in the long-term.

The position requires knowledge of conservation and sustainability issues, and the tenacity to keep abreast of local and global developments in conservation and sustainability and their implications on marketing and fundraising for the organization.

### III. Major Duties and Responsibilities:

#### Conservation Communications

- Collaborate closely with the core communications team (officer, associate, coordinator) and act as the central focal point for programme communications focal points or managers/officers, Interns, external communications consultants, third-party vendors etc. in producing content for the following 02 assigned functions and associated projects: Wildlife and Forestry
- Manage, coordinate and produce on and off-line communications content for traditional media (print, TV, radio), social media (FB, YouTube, website, etc.) and multi-stakeholder projects, driving an active outreach of our conservation projects, and campaign goals, ensuring effective delivery on a variety of communications platforms; actively explore new communications methods and new media channels to promote the work of the 02 programmes
- Provide communications advice, capacity-building and support to the 02 programmes. Ensure the timely delivery of communications products and identify stories of national and global interest of these practices.
- Assist in the development, monitoring and review of communications strategies for major projects; Ensure all relevant communication materials produced (articles, speeches, films and audio) of these 02 programmes are shared with relevant staff
- Oversee communications procedures of content production with third party-consultants, agencies and /or stakeholders/partners and ensure standard quality follows the style and standards of WWF communications products

- Support the direct Manager in managing the communications around crises and issues. As required, takes the lead on communications around issues and crises on a case-by- case basis with the team, the relevant country, the relevant department and the WWF community.
- Corporate Partnerships and Fundraising Communications
- Manage the communications component of WWF's corporate partnership and fundraising strategy, supporting the Partnership and Fundraising team, to implement the multi-year Corporate Engagement and Fundraising strategy for WWF-Viet Nam
  - Identify key interventions (policy, advocacy and communications) and develop recommendations to deliver on objectives with partners
  - Work and regularly correspond with corporate partners to develop and implement joint communications strategies to develop or support the partnership
  - Play a major role in maintaining an updated corporate project database and in tracking and gathering all needed materials to support partnership development process;
  - Build WWF's brand in the corporate and High net worth individual (HNWI) market through relevant and targeted communications with the optimal mix of online media channels
  - Generate network appeal stories /packages (human led interest, field stories, partnership reports etc.) and maintain digital platform and asset management utilizing best practices
  - Develop and manage the production of a regular newsletter, website re-position for corporate audience, and other appropriate communications channels to keep corporate partners, HNWI and prospects informed of WWF's work in the private sector, global trends in CSR, green economy, sustainability, relevant government policy, gather compelling stories of market best practice, etc.
  - Be WWF's lead in coordinating and organizing events, public forums, consultations and workshops that involve the corporate sector and HNWI including communications activities such as media conferences with corporate partners, aligned with WWF's brand standards and co-branding guidelines
  - Support in developing new products and platforms to deepen corporate and HNWI engagement and contribute to meeting ambitious fundraising objectives.
- **Work with the Conservation and Campaigns Communications team to:**
    - Coordinate all media requests and enquiries in a timely manner that involve the corporate sector or major donor work.
    - Develop and/or review media releases, key messages, media FAQs, speeches, and presentations where required
    - Provide support for campaigns that involve the private sector and HNWI – including potential sponsorships
    - Track and tabulate media exposure
    - Keep current with marketing trends, innovations, communication techniques, online media developments and any media regulations
    - Keep current with conservation and sustainability issues to ensure appropriate messages are delivered
    - Align all communications work with WWF's guidelines and risk parameters for any co-branded communications with partners and donors.
    - Manage external service providers, writers, creative agencies, business intelligence consultants, etc. to support corporate engagement communications
    - Regularly tracks fundraising communications performance against plan objectives, identifies risks to deliver and mitigate measures.
  - **Coordinate direct communications to Partnership and Fundraising tasks:**
    - Write, design and review project pitches, concept notes and proposals to potential donors
    - Coordinate the timely writing, approval and submission of reports to Donors
    - Ensure all communications from WWF to corporate and HNWI audience, including potential and existing donors, have consistent messages, reflecting brand values, and following the organization overall strategy
  - **Support the Partnership and Fundraising team to ensure best practice and guideline-compliance:**
    - Update the team with new guidelines and procedures required by WWF-International Corporate Engagement practice
    - Support the Due Diligence process of assessing potential donors
    - Ensure proper implementation of internal project and donor management systems and processes
    - Support the review of project contracts and budgets in compliance with guidelines
  - Perform other duties as assigned by the supervisor

#### IV. Profile:

**Required Qualifications**

- A university degree in Marketing Communications / Marketing / Journalism, Business, partnerships/fundraising or relevant field
- 7+ years of work experience in communication and marketing accountabilities
- Experience in collateral production, marketing and PR activities, and project management
- Experience of working in international organizations
- Familiar with environmental and conservation issues in Viet Nam
- Knowledge of the business sector and specific companies (market intelligence) in Viet Nam, and in the Greater Mekong Region is an advantage.

**Required Skills and Competencies**

- Effective research and writing skills;
- Understanding of the charity sector, fundraising and supporter relationship management and a proven track record in marketing and/or fundraising within the charity and/or private sectors, including substantial experience in brand response marketing are advantages;
- Understanding of communication trends and the changing media landscape in Viet Nam;
- Able to think both strategically and innovatively, and translate this into delivery of results;
- Exceptional communication, presentation and influencing skills, combined with the ability to work under pressure in a changing environment;
- Proven financial acumen and budget management capability;
- Good Facilitation and coordination; Planning and organising skills;
- English proficiency; Delivery quality outcomes; Building working relationships; Communicate effectively;
- Demonstrates WWF behaviours in ways of working: strive for impact, listen deeply, collaborate openly and innovate fearlessly;
- Adheres to WWF’s values, which are: Knowledgeable, Optimistic, Determined and Engaging;
- Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity;
- Willing to travel as needed.

**V. Working Relationships:**

**Internal:** Works closely with Communications Manager, Campaign teams, Conservation project managers, Finance & Accounting department and Management team, Asia Pacific Growth Team, WWF International and Regional Business & Industry Unit.

**External:** Corporate partner communications/marketing staff, PR and advertising agencies, writers and journalists, business associates, business intelligence consultants, corporate prospects, international corporate associations and organizations, trusts and foundations, other NGOs and community organizations  
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Prepared by Supervisor: \_\_\_\_\_

Date: \_\_\_\_\_

Accepted by Staff member: \_\_\_\_\_

Date: \_\_\_\_\_