



## **JOB DESCRIPTION**

<b>Position</b>	Content Writer
<b>Team</b>	Communications and Fundraising
<b>Status</b>	Full time with flexible hours
<b>Location</b>	Hanoi
<b>Last updated</b>	March 2024

### **Job Purpose**

To share the vision, values and impact of Blue Dragon's work through inspiring messages and content.

### **Job Context**

Blue Dragon Children's Foundation is on a mission to end human trafficking. We believe that every child deserves exceptional care and a chance to thrive. Blue Dragon kids are street kids, children with disabilities and young people who have been trafficked. After rescuing children from danger and slavery, we reunite them with their family and provide all the services needed for recovery and growth while advocating for improvements to policy and law.

The mission of the Communications and Fundraising Department is to inspire the world to act. Through a diverse range of communications and fundraising initiatives the department informs, inspires and ensures the success of Blue Dragon's work through fundraising, relationship building, communications and marketing, and by maintaining our excellent reputation with donors, sponsors and the wider community.

Blue Dragon is a child-safe organisation, 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 Objective**

- To uphold Blue Dragon's mission and values.
- Create and maintain quality social and digital media content that engages with our donors and supporters, and grows our community.

### **Main responsibilities**

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

#### *Social and digital media*

- Work with the Communications team to identify leads, stories and content materials for social and digital channels/platforms.
- Write, schedule and post social media content in conjunction with the Communications team.
- Develop communications content to promote Blue Dragon's work on different platforms including website, fundraising platforms and external partner's communication channels.
- Contribute to social media strategy and uphold the high quality for communications materials and products for social media platforms.

#### *Communications materials*

- Produce or assist with the development and production of communications materials, including newsletters, annual reports, brochures, scripts for video/films and media packs as well as content for major events, campaigns and appeals.
- Create and co-create articles on Blue Dragon's achievements and work.
- Edit reports and updates prepared by other team members.

#### *Writing skills development*

- Contribute to guidelines for writing in Blue Dragon's tone and style, which expresses our missions and values.
- Work with and mentor other staff members in the Communications team in developing written communications.
- Research and share tips and methods for good writing skills.

#### *Other*

- Contribute to and implement the Communications and Fundraising strategies.
- Take part in occasional public events.
- Liaise with program staff to gather information on program activities for reporting and engaging with donors on program activities.

### **Support**

The Content Writer supports the entire Communications and Fundraising team, and is closely supported by Communications Coordinator, the Communications Manager and the Strategic Director.

### **Key selection criteria**

#### *Essential*

- Demonstrated commitment to Blue Dragon's values.
- Native/Bilingual proficiency written English language skills, able to adapt style and tone and create messages for different audiences.
- Highly skilled in editing, grammar checking and proofreading.
- Experience in writing for social media and web copy.
- Able to work independently, set priorities and complete work accurately and on time.
- Desire and proven ability to work as part of a team, with strong interpersonal skills.
- At least a bachelor's degree or equivalent and at least 3 years of experience working at

an overseas company/organisation related to the recruitment position.

*Desirable but not essential*

- Experience in working in a non-profit environment.
- Experience in web development, the digital environment and/or basic photo editing and graphic design.

**How to apply?**

*To apply, please send your CV and letter of introduction (including the names and details of 2 professional referees we may contact) to [jobs@bdcf.org](mailto:jobs@bdcf.org).*