

## **JOB DESCRIPTION**

<b>Job Title</b>	: Strategic Communications Manager
<b>Project</b>	: USAID's Vietnam Action Against Plastic Pollution
<b>Reports to</b>	: Chief of Party or his/her authorized designee
<b>Location</b>	: Hanoi city, Vietnam with occasional travels to provinces

### **Background**

Chemonics International seeks applications for a long-term, full time Strategic Communications Manager for the USAID-funded Vietnam Action Against Plastic Pollution (VnAAPP) Project. The Project is an innovative and ambitious program designed to reduce ocean plastic pollution at its source in Vietnam through strategic approaches such as convening stakeholders' power, promoting the formation and implementation of data-driven policies, enhancing knowledge and sharing learning, promoting appropriately scaled technology and solutions, and providing technical expertise and building capacity of local governments to manage waste at its source to prevent plastic pollution in our oceans. The three main objectives of the Activity are: (i) supporting the development and implementation of sub-national level Integrated Solid Waste Management Plans (ISWM), (ii) supporting scalable, demonstrated Single-Use Plastic Products (SUP) reduction measures, and (iii) supporting multi-stakeholder actions for Extended Producer Responsibility (EPR).

We are looking for individuals who have a passion for making a difference in the lives of people. Under the supervision of Chief of Party or his/her authorized designee, the Strategic Communications Manager is responsible for working with VnAAPP and relevant stakeholders to design and implement the Social and Behavior Change Communication (SBCC) strategies and the Project's communication strategy/plan including but not limited to dissemination of knowledge and the Project's technical assistance results and outcomes in support of plastic pollution reduction in various media platforms. The Strategic Communications Manager also lead the development and dissemination of communications asset production and promotion of the branding strategy and marking of the donor USAID, the government partners and Chemonics in compliance with relevant requirements.

### **Key Responsibilities**

Under the supervision of Chief of Party or his/her authorized assignee and in collaboration with other teams and partners, the Strategic Communications Manager will be responsible for the following:

- Providing strategic leadership in development and of Social and Behavior Change Communication strategy and its activities to meet the Project's targets/goals, inclusive requirements, deadlines and cost effectiveness manner.
- Providing necessary guidance to and collaborating with other staff and partners to ensure efficient and timely implementation and reporting of Social and Behavior Change Communication strategy and activities.
- Leading the development and implementation of the Project's communication strategy/plan including but not limited to campaigns/ activities on various media channels to raise public awareness on solid waste/ single use plastic reduction, reuse and recycling and the

Extended Producer Responsibility (EPR), and the dissemination and learning of the Project's results and outcomes.

- Managing USAID branding strategy and marking of all Project activities and deliverables, events and communication materials in accordance with USAID requirements.
- Leading the production of the project communication materials in accordance with the branding, marking, and marketing standards of USAID, the Government partners and Chemonics. The products include, but not limited to factsheets, brochures, publications, presentations, infographics, training manuals, guidelines, reports, weekly bullets, successful stories, and media coverage report, etc.
- Incorporate required communications activities, outreach initiatives, and events into the project's annual workplan to achieve the program's internal and external communications goals.
- Providing support to subrecipients in developing branding strategies and marking plans, specific to their subaward activities and consistent with the larger VnAAPP branding and marking plan. He/she also provides capacity building to subrecipients on items related to communications, such as development of success stories.
- Developing press release and facilitating media inquiries; organizing press conferences, briefings, and media trips to the project sites.
- Resolve and mediate communications difficulties and crises on an on-going basis.
- Coordinate all communications aspects of in-person events and webinars, including promotion, program content for programs, registration materials and related items within the project and with USAID as appropriate.
- Maintaining a database of project-related videos, photographs, social media threads, newspaper clippings; and scripts and transcripts of radio and television programs related to VnAAPP activities, and copies of project reports and other documents.
- Contributing to the project's progress reports and other deliverables.
- Liaise with the USAID mission's communications team and participate in the USAID communication Community of Practice.
- Collaborate with the MEL Manager to design and implement the Learning strategy and ensuring MEL of all communication works.
- Undertaking other communications related activities as directed by the Chief of Party or his/her authorized designee.

### **Writing and editing:**

- Write and/or review assigned press releases, success stories, features and briefs, social media content, and content for USAID updates, newsletters and quarterly and annual reports.
- Edit quarterly and annual reports for the project as required.

### **Events:**

- Proactively lead and manage communications aspects for project events.
- Support the organizing of events based on the needs of the project in collaboration with project staff and other stakeholders.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. The qualifications listed below are representative of the required knowledge, skills, and/or abilities needed to perform the principal duties.

- Bachelor's degree in a relevant field.
- Minimum 10 years of relevant professional experience.
- Proven experiences in developing and managing Social and Behavior Change Communications (SBCC).
- Knowledge and experience in the environment protection areas, especially with the mass media on environment.
- Excellent writing skills, with strong understanding of photographic and/or video skills preferred.
- Strong competency in developing and reviewing impact stories, production scripts and media briefings.
- Have strong networks and relationships with media outlets, journalists and press media agencies.
- Prior experience with USAID funded programs highly preferred.
- Demonstrated ability on graphic design and production of communication contents/messages involving technical knowledge.
- Demonstrated multi-tasking skills and ability to work productively within a team.
- Excellent interpersonal and communications skills, with demonstrated diplomacy and the ability to communicate effectively in a cross-cultural environment.
- Computer skills including strong knowledge of Microsoft Excel, Word and Office applications.
- Fluency in Vietnamese and English.

### **Application Instructions**

Please send your CV/resume to [VnAAPPRecruitment@chemonics.com](mailto:VnAAPPRecruitment@chemonics.com) by **May 24, 2024**. Early applications are encouraged. Please include the title of the job in the email subject line. No telephone inquiries please. Shortlisted candidates will be contacted. We review applications on a rolling-basis. The protection of your personal data is important to Chemonics.

Chemonics is an equal opportunity/Affirmative Action employer and does not discriminate in its selection and employment practices. All qualified applicants will be considered for employment without regard to race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability, protected veteran status, genetic information, age, or other legally protected characteristics. Military veterans, AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.