



Job Title: COMMUNICATIONS ASSOCIATE
Project: USAID Sustainable Forest Management Project
Reports to: Deputy Chief of Party, Operations
Location: Hanoi and frequent travel to the Project provinces
Date: May 2024

DAI ORGANIZATION AND VALUES

DAI is a global development company with corporate offices in the United States, the United Kingdom, EU, Nigeria, Pakistan, and Palestine and project operations worldwide. We tackle fundamental social and economic development problems caused by inefficient markets, ineffective governance, and instability. DAI works on the frontlines of global development. Transforming ideas into action—action into impact. We are committed to shaping a more livable world.

DAI and its employees are committed to confronting racism and holding ourselves accountable for positive change within the company and in the communities, cultures, and countries in which we live and work. DAI is committed to attracting and retaining the best employees from all races and backgrounds in our continued effort to become a better development partner.

DAI upholds the highest ethical standards. We are committed to the prevention of sexual exploitation, abuse, and harassment as well as other ethical breaches. All of our positions are therefore subject to stringent vetting and reference checks.

DAI is an equal opportunity/affirmative action employer with a commitment to diversity. DAI does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, parental status, veteran status, or other non-merit factor.

PROJECT BACKGROUND

The USAID Sustainable Forest Management Project (the Project) will work with the Government of Vietnam (GVN) to reduce carbon emissions associated with deforestation, the degradation of natural forests, and poor plantation management. The Project will implement a “Green Prosperity” approach that strengthens local communities’ ability to protect their natural resource base and reduce emissions while building a strong foundation for sustainable livelihoods and equitable economic growth.

The Project will work in seven provinces (Lao Cai, Son La, Hoa Binh, Thanh Hoa, Nghe An, Quang Tri, Quang Nam) and focus on five objectives:

1. Improve and expand community forest management
2. Increase conservation-friendly enterprises in forest-dependent communities
3. Increase functionality of law enforcement system for forest crimes
4. Improve production forest management practices
5. Mobilize domestic resources for forest management and protection

The Project will be implemented during the period 2020-2025 by DAI in collaboration with RECOFTC and Preferred by Nature as partners, with the Ministry of Agriculture and Rural Development (MARD) as the counterpart and the Management Board of Forestry Projects (MBFP) as the project owner.

OVERVIEW OF THE POSITION

The USAID Sustainable Forest Management Project is a large project being implemented from central to provincial and grassroots levels in seven provinces and is reaching a wide range of target audiences, including target beneficiaries, communities, and forest users/owners, as well as policymakers, government counterparts, and external audiences and donors interested in the Project's findings. The Project's communications objectives are twofold: first, to increase visibility and raise awareness about sustainable forestry practices and second, to influence behavior and policy change to better achieve the Project's goal of reduced carbon emissions.

Since its inception, the Project has accumulated a great deal of knowledge and materials on topics, such as community forest management (CFM), conservation-friendly enterprises (CFEs), non-timber forest product (NTFP) value chains, forestry law enforcement, large-timber plantation, forest certification, and Payment for Forest Environmental Services (PFES)/Carbon Payment for Forest Environmental Services (C-PFES). To reach the Project's objectives, many communications and outreach activities must be organized to raise awareness and change behavior on these topics, and others.

Communications is considered as a cross-cutting theme and plays an important role in the Project's implementation. Therefore, in the beginning of the implementation phase, the Project developed a Communications and Outreach Plan for five years (2021-2025) that was approved by USAID.

The Communications Associate will provide support for the timely completion of communications materials and products. He/she will prepare written materials, such as blogs, social media posts, and other communication outputs that promote the Project's achievements, learnings, and key messages, in both English and Vietnamese. Working with technical colleagues, the Communications Associate will support the development and refinement of technical products, ensuring branding and marking in accordance with USAID rules and regulations. The Communications Associate will report to the Deputy Chief of Party – Operations.

ROLES AND RESPONSIBILITIES

The Communications Associate will be responsible for the below tasks:

- Collect weekly bullets or reports drafted by Provincial Team and Technical Team, and edit for clarity in English;
- Develop monthly social media posts as well as posts targeted at international outreach days or campaigns, drawing from Project materials, reports, and staff inputs for distribution on USAID and DAI's social media channels, such as Facebook, X, LinkedIn, and Instagram;
- Proactively scan digital and social media channels for engagement opportunities for the Project to share knowledge, expertise, and key messages within sector, and pursue opportunities, as appropriate;
- Develop and implement new and engaging digital campaigns via social media and other channels for the Project to share learnings, results, expertise and key messages with broader target audiences;
- Collaborate with technical team to edit and review technical materials, such as briefs, for public release in English and Vietnamese;
- Support the development and writing of communications and knowledge management products, including blogs, success stories, champion profiles, articles, press releases, posters, etc.;
- Serve as in-house graphic designer for print and digital media and a range of communication products, collaborating with technical staff to ensure accuracy of content;
- Manage the Project's extensive photo library, including compiling, archiving, tagging, and usage of photos;



- Serve as key photographer for project events and provide regular photography skills training to staff to improve quality of Project photos taken by team members;
 - Support project events by producing brochures, posters, press releases, or other materials as needed;
 - Responsible for making products '508 compliant,' ensuring accessibility for people with disabilities, in accordance with USAID regulations;
 - Responsible for ensuring all materials are in accordance with USAID branding and marking requirements and in accordance with the Project's Branding & Marking Plan; and
 - Other tasks as requested by supervisor.
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REQUIRED QUALIFICATIONS

- Bachelor's degree in international relations, communications, or similar field;
- At least two years of experience in communications, branding, public relations, or relevant field;
- Excellent writing skills in both English and Vietnamese is critical, including experience with translation from Vietnamese to English and vice versa;
- Up to date with social media and digital engagement landscape (i.e., privy to active platforms, channels, handles/accounts); Familiarity with international development or forestry sector platforms preferred;
- Experience with Adobe Photoshop, Illustrator, or other design software;
- Experience in professional photography required;
- Team player, adaptability, and proactive approach all preferred; and
- Ability to work under pressure in a fast-paced environment.

HOW TO APPLY AND REQUESTED DOCUMENTS

Interested candidates are requested to submit:

- An updated CV in English;
- A cover letter in English indicating why the candidate is suitable for this position; and
- Scanned copy of related degrees.

to our recruitment email at VietnamSFM@dai.com . Please quote the position title in the subject line: "Candidate's full name _ Communications Associate"

Deadline for application: 5.00 p.m. (Hanoi time), May 30, 2024

To learn more about DAI, please visit our website: <https://www.dai.com/>

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