

TITLE: MARKETING AND COMMUNICATIONS OFFICER	
TEAM/PROGRAMME: SPQI	LOCATION: Ha Noi
GRADE: 5	CONTRACT LENGTH: 1 year
<p>CHILD SAFEGUARDING: Level 3: the post holder will have contact with children and/or young people <i>either</i> frequently (e.g. once a week or more) <i>or</i> intensively (e.g. four days in one month or more or overnight) because they work country programs; or are visiting country programs; or because they are responsible for implementing the police checking/vetting process staff.</p>	
<p>ROLE PURPOSE:</p> <p>The Marketing and Communications Officer reports directly to the Communications & Media Coordinator while collaborating closely with projects in LEARN program and New Business Development team (NBD).</p> <p>This role involves supporting the planning and implementation of communication and campaign activities, media engagement, and the creation of communication materials such as case stories, photos, and videos. These materials are essential for effective communication with donors, stakeholders, government, and beneficiaries.</p> <p>Additionally, the Marketing and Communications Officer assists the Communications & Media Coordinator with internal and external communication tasks for the Country Office and works closely with the NBD team to align communication strategies with business development goals, support fundraising efforts, and create materials that effectively communicate the impact and value of new initiatives.</p> <p>Ensuring compliance with Save the Children's policies, including safeguarding, data protection, branding, and social media, as well as other donor and government requirements, is a critical aspect of this role.</p>	
<p>SCOPE OF ROLE:</p> <ul style="list-style-type: none"> • Reports to: Communications & Media Coordinator • Staff reporting to this post: N/A • Budget responsibility: N/A • Role Dimensions: Work closely with the designated program team, NBD team, SPQI and related ACCM colleagues. 	
<p>KEY AREAS OF ACCOUNTABILITY:</p> <p><u>Communications</u></p> <ul style="list-style-type: none"> • Be responsible for communications and branding requirements from related donors and members in LEARN program; • Be responsible for development and/or revision of communication and visibility plan for LEARN projects; • Lead the development and/or revision of communications materials for LEARN projects, including photos, videos, case stories, social media content, etc... • Review of communication related TORs of LEARN projects as needed; • Provide communication inputs from LEARN projects for Country Office's channels (Save the Children website, Facebook, Workplace, Youtube, CO Newsletter, in-country newspapers, websites, television, local medias, etc.) as well as for reporting and resources collecting purposes; • Take photos and videos of important events of LEARN program as required; 	

- Collect inputs (interview, photos, videos, story...) and draft content for communication materials if required;
- Coordinate with LEARN projects teams in planning, monitoring, evaluation, accountability and reporting on communication and campaign initiatives;
- Work with the REALM project officer in documenting and communicating project evidence and best practices to support and inform implementation of advocacy plan and achievement of project results at scale;
- Maintain and nurture relationships with related members on requirements for communication products such as case stories, photos and video clips.
- Provide guidance and ensure visibility of Save the Children in all communications of LEARN Program;
- Support CO's communication tasks and activities as required

Marketing

- In collaboration with the NBD team, create marketing materials that effectively communicate the impact and achievements of Save the Children's programs to a wide audience, including donors, stakeholders, and the general public;
- Support fundraising activities as requested by members/donors through developing compelling marketing content and campaigns;
- Utilize various marketing channels, including digital platforms, to maximize the reach and visibility of the Country Office's initiatives;
- Monitor and evaluate the effectiveness of marketing campaigns and adjust strategies as needed to improve outcomes;
- Ensure that all marketing activities comply with Save the Children's policies and branding guidelines, as well as donor and government requirements.

Media Engagement

- Actively engage local media to raise Save the Children's public profile and spread messages from Save the Children that can help communicate relevant messages and gain acceptance from the general public, partners and beneficiaries;
- Support to review (and develop if required) and ensure the quality of media engagement materials, including media packs, press releases, and information sheets;
- Lead media field visits in LEARN program as assigned;
- Be responsible to obtain approvals for media content as per relevant Save the Children's procedures and protocols, and in line with Vietnamese laws (ex. Law on Cyber Security and Decree on the personal data protection...).

Capacity Building

- Build capacity of project staff and partners of LEARN program to understand the advocacy, campaign and communications approaches, tools and requirements

The job duties and responsibilities as set out above are not exhaustive and the post holder may be required to carry out additional duties within reasonableness of their level of skills and experience, including support for CO communications and advocacy, and possible adjustment on job description.

BEHAVIOURS (Values in Practice)

Accountability:

- Holds self-accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values
- Holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

Ambition:

- Sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same
- Widely shares their personal vision for Save the Children, engages and motivates others
- Future orientated, thinks strategically and on a global scale.

Collaboration:

- Builds and maintains effective relationships, with their team, colleagues, Members and external partners and supporters
- Values diversity, sees it as a source of competitive strength
- Approachable, good listener, easy to talk to.

Creativity:

- Develops and encourages new and innovative solutions
- Willing to take disciplined risks.

Integrity:

- Honest, encourages openness and transparency; demonstrates highest levels of integrity

QUALIFICATIONS, EXPERIENCE AND SKILLS

Qualifications:

- University degree in marketing/communications/public relations/journalism or related fields

Experience:

- At least 3 years' work experience in the field of marketing, communications or public relations;
- Proven experience in creating and implementing marketing and communication strategies;
- Experience with digital marketing and content creation;
- Experience in the nonprofit sector is an advantage;
- Experience in international or multicultural environments

Skills:

- Strong verbal and written communication skills in both Vietnamese and English;
- Ability to create compelling content for various channels, including case studies, social media, websites, newsletters, press releases;
- Creativity and innovative thinking to develop unique marketing campaigns and content;
- Knowledge of SEO, SEM, Google Analytics, and other digital marketing tools;
- Knowledge of newsletter platforms (e.g., Mailchimp, GetResponse, etc.), marketing automation tools, CRM softwares;
- Ability to use graphic design software (e.g., Adobe Creative Suite) and video editing tools;
- Strong personal organizational skills, including time management, ability to meet deadlines and work under pressure;
- Willingness to travel frequently to hard to reach locations and work effectively in a remote team environment;
- Commitment to and understanding of SC aims, values and principles including child rights-based approaches.

Additional job responsibilities

The duties and responsibilities as set out above are not exhaustive and the role may be required to carry out additional duties within reasonableness of their level of skills and experience.

Equal opportunities

The Marketing and Communication Officer is required to carry out the duties in accordance with the SC Equal Opportunities and Diversity policies and procedures.

Child Safeguarding:

We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse.

Safeguarding our Staff:

The post holder is required to carry out the duties in accordance with the SC anti-harassment policy.	
Health and Safety The role holder is required to carry out the duties in accordance with SC Health and Safety policies and procedures.	
JD written by: Nguyen Hue Linh	Date: 2 August 2024
JD agreed by:	Date:
Updated By:	Date:
Evaluated:	Date: