

JOB DESCRIPTION

Position title:	Senior Communications Officer, Saving Threatened Wildlife, WWF-Viet Nam
Reports to:	Chief of Party, Saving Threatened Wildlife
Technically report to:	Communications & Advocacy Director, WWF-Viet Nam
Supervises:	N/A
Duration:	November 2024-March 2026
Location:	Hanoi or Ho Chi Minh City, Vietnam

Background

WWF was one of the first International non-government organizations working in Vietnam. 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. Find out more at <http://vietnam.panda.org/>.

WWF recognizes that its employees are its most important asset. A competent workforce, thoroughly trained, properly motivated, and bound together by mutual trust and common objectives is crucial to the success of WWF.

The Saving Threatened Wildlife project, supported by USAID, will be implemented over 5-years from 2021 to 2026. The project aims to enhance Vietnam's leadership in countering wildlife trafficking through building the commitment of leaders in the Government of Viet Nam at both the national and provincial levels and in the private and civil society sectors, increasing the effectiveness of law enforcement, and reducing the demand and consumption of illegal wildlife products.

II. Major Functions:

Under the supervision of the project's Chief of Party, the Senior Communications Officer is responsible for the design and delivery of communications materials, ensuring the project communications meet branding requirements, and development of social media channels to build awareness of the project activities. This includes writing, editing and creative design of communications materials, managing social media channels, coordinating events and engaging with local and international media.

III. Major Duties and Responsibilities:

The Senior Communications Officer key roles and responsibilities include but are not limited to the following:

- Develop content and design of communications products in accordance with the branding, marking and marketing standards of the project (brochures, infographics, training manuals, fact sheets, guidelines, reports, research findings, publications, commissioned studies etc.)
- Review communication materials to ensure that they meet the project's Branding and Marking requirements, both internally and for project subgrantees;
- Under the technical guidance of Technical Lead for Social and Behavior Change, support the production of communication materials using the Social Behavior Change and demand reduction approach and support consumer research design and delivery;
- Design and support the production of communications materials for workshops, trainings and events;
- Support the development of content and production of short, effective and impactful audio, visual media clips
- Develop and manage the project's social media channels, highlighting communications on the key moments and successes of the project, and linking with relevant news media on wildlife trafficking;
- Generate press releases and facilitate domestic and international media inquiries and timely engagement.
- Lead the organization of press conferences/briefings and media trips to the field or project site;
- Ensure monitoring and evaluation and knowledge management of communications work;
- Performs other duties as requested by the project's Communications Manager or his/her designate.

II. Profile:

Required Qualifications

- Advanced degree in Communications, Film/TV, Journalism Marketing, or related field;
- At least five years of applied working experience in implementing communications campaigns;
- Understanding of behavior change communications and demand reduction of natural resources;
- Extensive experience producing communications products and technically supervising a creative team;
- Ability to produce audiovisual clips and understand creative production from beginning to end;
- Capable of writing stories, press releases, articles, and other documents to support or promote the project;
- Experience with graphic design software; photo, film and audio editing software;
- Understanding of wildlife crime, wildlife conservation and illegal wildlife trafficking in Viet Nam and/or Southeast Asia an advantage.
- Experience with the USAID graphic standards manual and partner co-branding guide an advantage.

Required Skills and Competencies:

- Strategic and innovative thinking
- Thoroughly knowledgeable in the fields of media relations, strategic communications, social marketing, and knowledge management Networking and interpersonal skills
- Keen attention to detail in aesthetics and texts of products
- Excellent professional-level verbal and written communication skills in both Vietnamese and English
- Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity.
- Demonstrates WWF behaviors in ways of working: Strive for Impact, Listen Deeply, Collaborate Openly, Innovate Fearlessly;
- Adheres to WWF's brand values, which are: Knowledgeable, Optimistic, Determined and Engaging

III. Working Relationships:

Internal: Works closely with the Deputy Chief of Party and technical leads to ensure streaming of technical initiatives into communications materials. Close collaboration with the Technical Lead for Social and Behavior Change to support development of consumer research and demand reduction communications approach. Maintains clear and consistent communications with implementing partners communications focal points to ensure cross-institutional coordination and messaging. Works closely with the WWF communications team to ensure cross-project synergies.

WWF Network: Liaise with WWF-US and regional network communications and programmatic teams.

External: Works with TRAFFIC and ENV staff, consultants, contractors for product development. Works with partners in coordinating events and all communications materials including the project's Government Unit and with the USAID/Vietnam communications team.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.