

## SAIGONCHILDREN – ORGANISATION PROFILE

Saigonchildren (SCC) is a UK registered charity working exclusively in Vietnam. The vision for SCC is to work towards the elimination of poverty in Vietnam through education. Our mission is that:

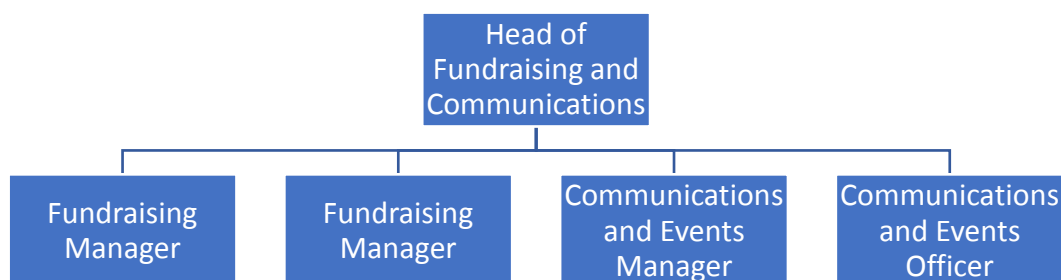
*“Saigonchildren enables disadvantaged children in Vietnam to reach their full potential through receiving a quality education relevant to their needs.”*

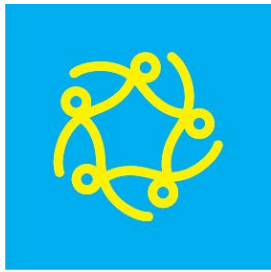
Saigonchildren is committed to the education of disadvantaged children in Ho Chi Minh City and in a number of rural provinces in the South of the country. We help by giving them an opportunity to approach adulthood with a good education, in good health and able to sustain themselves and their families.

Education is, we believe, the most lasting and effective way we can help children and their families to escape from the cycle of poverty and it represents a double investment – an investment in the children but also an investment in the future of Vietnam. Saigonchildren has built up a reputation as a strong and effective NGO.

Saigonchildren builds schools where there are none or only the most basic provision; we provide scholarships and support to individual children from kindergarten to vocational training and third tier education; we also work with children with a disability and support the development of the local Vietnamese organisations that support them.

### FUNDRAISING AND COMMUNICATIONS DEPARTMENT - STRUCTURE





## Job Title: Communications and Events Manager

### Reports to: Head of Fundraising and Communications (HFC)

#### Key role and responsibilities

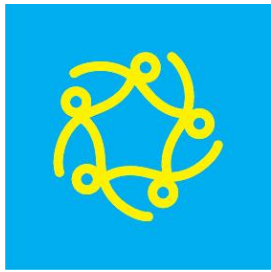
The Communications and Events Manager is a member of Fundraising and Communications Department reporting to HFC. You will work in close harmony with the HFC as well as other key saigonchildren senior managers such as the Director, the Head of Programmes, and especially Program Manager and Officer. The post holder's principle responsibilities include:

#### Communications:

1. Working with the HFC to develop the annual communication plan that includes
  - a. Development and meeting annual audience, income and expenditure targets linked to our communication strategy
  - b. Meeting standards of quality and performance for communication
  - c. Controlling and managing all outsourced relationships
  - d. Enabling others within saigonchildren to communicate and fundraise to the necessary levels to support themselves and saigonchildren.
2. Develop and implement with the support of an officer the promotion of saigonchildren's brand images and its programmes activities through media channels
3. Develop a written contents strategy for materials including printed materials and online materials to support all saigonchildren activities including fundraising, maintaining interest from donors, School-Building events, other programme events, and, where appropriate, the activities of the Director and Heads of departments.
4. Take photos or arrange for photos to be taken as needed and use photos in materials and technologies to communicate to supporters.
5. Develop a strategy to guarantee that saigonchildren is well known and regularly publicized in the local community and a top of mind charity in Vietnam and overseas.
6. Guarantee donors' database management following campaign and communication activities
7. Develop and implent saigonchildren sales strategy of our all sales campaign (Calendars, cards, products)
8. Keep up-to-date on emerging communications technologies that could help saigonchildren promote its mission.

#### Events:

1. Develop with the HFC and Communication and Events Officer the annual events planning that includes
  - a. Meeting annual agreed audience, income and expenditure targets
  - b. Meeting standards of quality and performance for communication and events execution
  - c. Controlling and managing all outsourced relationships
  - d. Financial reporting



2. Overseeing event management and planning from concept to execution including facilitating the creation of event concept to developing a project/event plan, communicating with Events Committee, ensuring the plan is implemented on time and within budget; liaison to vendors
3. Guarantee the execution of all events action planning
4. Develop and execute PR plan in consultation with HFC to maximize the publicity and fundraising results of our events
5. Works with FCM to maximize effect of Challenge Days activities
6. Guarantee donors database management following events
7. Coordinate, supervise and train events volunteers

### Volunteers

We are fortunate to have many volunteers who offer to help with everything from translation, programmes' activities, to updating the database. We are keen to ensure that they find their commitment not only useful and absorbing but positive too. Managing them is an important function for the Communication and Events Manager. Policy and guidelines are in place to help manage this with the Head of Finance and Administration.

### Others

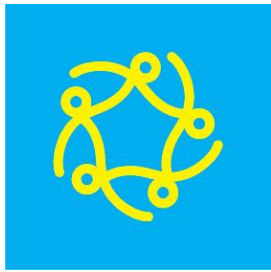
Other tasks are required by the HFC to fulfil department's objectives.

## Person specification

- Excellent verbal and written communicator and presenter, creative thinker and team player
- Strong project management and organizational skills
- Strong interest in the organization's mission
- Experience managing website content
- High level of comfort with social media and online community building
- Experience planning and implementing special events and working with volunteers

### Required:

- Vietnamese nationality with a university degree
- A minimum of three years of work experience
- Experience in events planning
- Experience in social media strategy
- Have a sense of branding and effective production of printing materials
- Possess these skills: Creative thinker, time management, negotiation, self-management and have a can-do attitude
- Proven track record of achieving results
- Excellent verbal and good written communication skills (in English and Vietnamese)
- Proficiency in using Microsoft Office Tools



## Core staff responsibilities

The Communications and Events Manager will work closely with 4 other core team members. We work as a team where responsibilities and work are shared across the team. Developing relationships and networks with potential donors and with event participants is essential, as is ensuring events are delivered to saigonchildren standards on deadline. There will therefore be a need for some weekend and evening work in this role.

Our current fundraising events that this post will involve include:

- Saigon Cyclo Challenge – held in March every year this is a Premier Fundraising and Corporate team building activity and has now been running for 16 years. This event delivers great exposure for SCC while raising much needed income too.
- In 2009 we launched our first ever saigonchildren Summer Ball. This is held in June at a 5\* hotel for around 300 guests. This has now become a must-attend date in everyone's diary.
- We are also the beneficiary of some events organised by other organisations so we need to talk to people to put our name in their minds and assist them as requested in organising their events.
- Charity Cycle Adventure – introduced successfully in 2010 this event continues to develop further and we hope we may be able to offer more similar activities in the future.

### Internal relationships

As a key member of the saigonchildren team you will also need to liaise closely with all of your colleagues, specifically:

#### 1 Programme departments

- Liaise regularly with Programme Managers, Head of Programmes to check latest project needs and developments.
- Work with programme department to develop effective project funding proposals.
- Remind and support programme with reporting and renewal proposals to donors and sponsors on time.

#### 2 Admin & Finance department

- Collaborate with Admin & Finance to build the fundraising budget.
- Regular forecasting and recording of income and checking income.
- Sales ordering and invoicing.
- Following-up income.
- Co-operating to chase bad debts.