

**TITLE:** Social and Behavior Change Advisor – Vietnam Reducing Plastic Pollution  
**REPORTS TO:** Deputy Chief of Party (DCOP)  
**LOCATION:** Hanoi, Vietnam

FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in Health, Education, Nutrition, Environment, Economic Development, Civil Society, Gender, Youth, Research and Technology— creating a unique mix of capabilities to address today’s interrelated development challenges. FHI 360 serves more than 60 countries, all 50 U.S. states and all U.S. territories.

We are currently seeking qualified candidates for the position of **Social and Behavior Change Advisor** for the anticipated multiyear **USAID Vietnam Reducing Plastic Pollution** project. The program aims to reduce leakage of single-use plastics (SUP) and create an enabling environment for policy development such as extended producer responsibility (EPR) in coordination with a wide range of stakeholders (e.g. national and local governments, private sector, communities, NGOs and Academia).

Social and behavior change is FHI 360’s interactive, participatory approach to communicating with and supporting target audiences to adopt desirable behaviors. We employ a combination of marketing, human-centered design, and behavioral sciences to ensure a holistic view of people’s desires and needs and the barriers and facilitators to behavior change.

**Position Description:**

The Social and Behavior Change Advisor will provide technical and scientific leadership in designing, implementing and evaluating the project’s Social and Behavior Change Communication (SBCC) strategy. S/he will support the DCOP and oversee a team of SBC officers in providing technical advice based upon expertise and knowledge of evidence-based SBCC methods and strategies, current practice, and established operational and research standards to ensure quality and rigorous design. The SBC Advisor will build the capacity of project staff and government, civil society, private sector and academic partners to plan, implement, and evaluate communication, community mobilization, and advocacy activities, and will ensure that SBCC activities implemented under the program are technically sound and reflect current global best practices.

The position will be based in Hanoi, Vietnam. Recruitment is contingent upon successful award of the project to FHI 360 and final USAID approval of the candidate.

**Key Responsibilities:**

- Provide technical leadership in the design, development, execution and evaluation of an SBCC strategy, ensuring the project’s activities use a systematic planning process that is evidence-based and reinforced through a coordinated, shared vision among partners, key stakeholders and the Vietnam government aimed at reducing the leakage of single-use plastics and creating an enabling environment for policy development

- Oversee planning and implementation of specific SBCC activities
- Lead design and implementation of SBCC activities to build broad stakeholder and civil society support in Vietnam, incorporating GESI components as appropriate, for achievement of project goals and objectives
- Manage selection, technical guidance and monitoring of external agencies for creative design, production, and research/media monitoring
- Oversee planning and implementation of relevant formative and evaluation research studies
- Oversee preparation and quality of required donor reports, quarterly and annual project reports, activity reports, research reports and other related documentation
- Support activities to leverage private sector engagement related to single-use plastics and extended producer responsibility
- Provide global scientific and thought leadership by staying current of evolving SBCC technical standards, guidelines, and program developments in area of expertise.
- Responsible for sharing new knowledge and best practices in SBCC and contribute to the knowledge base through participation in local, regional and global partner and technical networks, scientific forums and other knowledge-sharing platforms.
- Ensure the quality of implemented technical activities and systems at all levels.

**Minimum Requirements:**

- Advanced degree in behavior change communication, social marketing, behavioral economics, mass communication or field related to SBCC,
- 8-10 years of relevant experience in management of and technical direction to social marketing, communication or SBCC projects and/or programs preferably in environment, plastic waste management, conservation or related development areas
- Experience in preparing scopes of work and managing creative, media and research agencies, and consultants
- Experience planning, implementing and monitoring social media-based communication strategies
- Knowledge and experience in planning and conducting consumer and/or evaluation research studies and message/materials pretesting
- Flexibility and ability to adapt implementation based on data or information from monitoring of activities
- Thought leadership in SBCC and demonstrated experience in advancing the field.
- Experience with working in USAID projects an advantage
- Proficient oral and written communication skills in English and fluency in Vietnamese
- Qualified female candidates and candidates from ethnic minorities, socially excluded and disadvantaged groups are encouraged to apply.

**How to Apply:**

Interested and qualified candidates, please send your resume to [APROProposal@fhi360.org](mailto:APROProposal@fhi360.org) as soon as possible, but no later than December 8, 2021.