



## POSITION SPECIFICATION

<b>Position:</b>	<b>Regional Public Relations and Marketing Manager</b>
<b>Organization:</b>	East Meets West Foundation
<b>Location:</b>	Hanoi or Ho Chi Minh City, Vietnam
<b>Reporting Relationship:</b>	Reports to Executive Vice President (based in Oakland, CA) with operational reporting to the Vietnam Country Director (based in Hanoi)
<b>Website:</b>	<a href="http://www.eastmeetswest.org">www.eastmeetswest.org</a>

### **The Successful Candidate**

East Meets West (“EMW”) is looking for social entrepreneurs who are passionate about international development, experienced in building innovative systems and businesses, committed to developing leadership skills and opportunities for themselves and others, and generous in spirit and practice.

### **Mission**

East Meets West creates sustainable and catalytic solutions to difficult development problems. Our mission statement is to transform the health, education and communities of disadvantaged people in Asia by building partnerships, developing opportunities and creating sustainable solutions.

Working for East Meets West, whether at our Oakland headquarters or in one of our offices in Vietnam, Laos, Cambodia, Timor Leste, India or the Philippines, means joining a dedicated, diverse staff committed to delivering innovative, cost-effective programs for disadvantaged communities in Asia. We strive to provide our employees with productive working conditions and to help them derive a sense of fulfillment from their jobs.

### **Executive Leadership Team**

President: John Anner  
Executive Vice President: Tom Low  
Chief Financial Officer: Bill Lee  
Vietnam Country Director: Minh Chau Nguyen  
Senior Deputy Director: Ho Y Nhi



## **Job Objective**

The **Regional Public Relations and Marketing Manager** will be a key member of the marketing and communications team. S/he drives forward efforts to ensure that EMW's marketing and communications approach is compelling, coherent and reflects the organization's mission and values.

## **Position Overview**

The **Regional Public Relations and Marketing Manager** ("Regional PRM") for EMW will be an essential contributor to the creation of an integrated fundraising, marketing and communications approach across the global offices. S/he will advise EMW leadership on branding, strategy and tactics, including media relations and key messaging to donors, partners and other stakeholders. Current outputs include annual reports, fact sheets, website, newsletters, various collateral, events, advertising, public relations and social media.

## **Duties & Responsibilities**

In all areas, the Regional PRM will be expected to bring an entrepreneurial and innovative approach to developing and integrating systems and processes into a growing and dynamic organization. Specifically, the Regional PRM will:

### **Marketing**

- Design, implement, and facilitate the regional marketing plan for EMW.
- Develop strategies and plans to facilitate integration with Oakland and other offices.
- Implement and support development of regional marketing budgets.
- Develop regional promotional materials including marketing collateral and electronic/print copies, as needed.
- Manage and coordinate all regional marketing and advertising activities.
- Analyze donor and prospect research, current market conditions and competitor information.
- Develop and implement marketing plans and activities for new and existing programs.
- Manage the productivity of marketing plans and activities.
- Monitor, review and report on all marketing activity and results.



## Public Relations

- Handle organizational functions, such as media, community, donor, industry, and governmental relations, as well as employee, donor and partner relations.
- Event planning and management, including but not limited to event concept design, guest list management, vendor negotiations (venue, catering, print materials, etc.), guest relations and volunteer recruitment for donor and community events.
- Develop an understanding of the attitudes and concerns of diverse communities, donors, employees, and other groups to establish and maintain cooperative relationships between them and representatives from print and broadcast journalism.
- Draft press releases and contact people in the media who might print or broadcast EMW's material. Ensure that the contents of an EMW press release reflect its policies toward donors and employees and its role in the community.
- Arrange and conduct programs to maintain contact between organization representatives and the public, such as setting up speaking engagements and preparing speeches for officials. Represent EMW at community events; make video, PowerPoint, and other visual presentations for meetings and conferences; and plan trainings and conferences.

## Qualifications

- Passion for EMW's mission and a strong desire to impact a growing nonprofit organization.
- BS/BA in Marketing, Communications or related field.
- Minimum 5 years marketing or PR experience at a small to mid-size professional services organization.
- Experience with social media and Internet advertising.
- Detail-oriented with the ability to manage activities from inception through execution.
- Excellent communication skills, both verbal and written, with the ability to engage and inspire a wide range of audiences.
- A hunger to learn and ability to flourish in a dynamic, high-growth, entrepreneurial environment.



- Self-starter with hands-on approach.
- Desire to work in Vietnam and throughout SE Asia. Willingness to travel throughout SE Asia.
- Fluency in Vietnamese, English is required. Proficiency in other regional languages is very desirable.
- Ability and desire to successfully work within international cultures and communities.
- High level of personal and professional integrity and trustworthiness with a strong work ethic and the ability to work independently with minimal direction.
- Demonstrated success in complex/matrix environments.

### **Procedure for Candidacy**

Please send resume and cover letter to:

Ms. Phan Thi Hong Thoi  
Human Resources Officer  
East Meets West  
[thoi@eastmeetswest.org.vn](mailto:thoi@eastmeetswest.org.vn)  
[www.eastmeetswest.org](http://www.eastmeetswest.org)