



*for a living planet*

## JOB DESCRIPTION

**Position title:** Communications Officer, WWF-Vietnam  
**Reports to:** Communications Manager, WWF-Vietnam  
**Supervises:**  
**Location:** Ho Chi Minh city, Vietnam  
**Date:** November 2017

### I. 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.

WWF-Vietnam is part of WWF-Greater Mekong which operates in 5 countries: Laos, Thailand, Myanmar, Cambodia and Vietnam. Find out more at <http://vietnam.panda.org/>

### II. Major Functions:

The Communications Officer performs on building and enhancing WWF's brand to support WWF's conservation strategy. He/she is a storyteller who can get people and corporates interested and engaged in nature, environment, sustainability development through powerful stories. He/she plays key role in supporting the delivery of strategic marketing outcomes and in managing and coordinating joint communications strategies to maintain strong and committed partnerships in the long-term. He/she is also responsible for all WWF's digital channels including FB, YouTube and website.

The position requires knowledge of conservation and sustainability issues, and the tenacity to keep abreast of local and global developments in conservation and sustainability and their implications on marketing and fundraising for the organization

### III. Major Duties and Responsibilities:

- Build WWF's brand in the market with diverse groups of target audience, through the development and implementation of relevant and targeted communications products (newsletters, campaigns, PR tactics...), with the optimal mix of above and below-the-line and online media channels, and ensure their alignment with WWF's brand standards and overall communications strategy:
  - Manage the communications component of WWF's corporate partnership strategy, supporting the Partnership and Fundraising team engaging with its target audiences.
  - Work with corporate partners to develop and implement joint communications strategies to support the partnership
  - Work closely with conservation team to implement communications work plan and activities within given conservation project scope
  - Coordinate with conservation and comms teams to manage social media channels including website, FB, YouTube.
  - Manage external service providers, writers, creative agencies, business intelligence consultants, etc. to support communications activities
  - Align the production of communications work with WWF's guidelines and risk parameters
- Work with the Conservation to:
  - Coordinate media requests and enquiries including those relating to corporate engagement in a timely manner

- Develop and/or review media releases, key messages, media FAQs, speeches, and presentations where required
- Provide support for communications campaigns and activities.
- Track and tabulate media exposure
  - Keep current with marketing trends, innovations, communication techniques, online media developments and any media regulations
  - Keep current with conservation and sustainability issues to ensure appropriate messages are delivered
- Ensure direct communications to partnership and fundraising stakeholders
  - Maintain updated corporate databases, track fundraising progress, and compile necessary communications materials, report to support partnership development process
  - Support in editing project pitches, concept notes and proposal to potential corporate donors.
  - Ensure best practice compliance by updating the team with guidelines and procedures required by WWF-International Corporate Engagement

#### IV. Profile:

##### Required Qualifications

- Bachelor's Degree in Marketing Communications / Marketing / Journalism focus on Business or in relevant fields
- 3-5 years of work experience in communication and marketing accountabilities
- Experience in collateral production, marketing and PR activities, and project management
- Experience of working in international organizations
- Familiar with environmental and conservation issues in Vietnam
- Knowledge of the business sector and specific companies (market intelligence) in Vietnam, and in the Greater Mekong Region is an advantage

##### Required Skills and Competencies

- Effective research and writing skills
- Understanding of the charity sector, fundraising and supporter relationship management and a proven track record in marketing and/or fundraising within the charity and/or private sectors, including substantial experience in brand response marketing are advantages
- Understanding of communication trends and the changing media landscape in Vietnam
- Experienced in digital comms and marketing
- Good in designing
- Able to think both strategically and innovatively, and translate this into delivery of results;
- Exceptional communication, presentation and influencing skills, combined with the ability to work under pressure in a changing environment
- Proven financial acumen and budget management capability
- Good Facilitation and coordination; Planning and organizing skills
- English and Vietnamese proficiency
- Adhere to WWF's values: Knowledgeable, Optimistic, Determined and Engaging.
- Respective Competencies: WWF Focus; External Orientation; Delivery quality outcomes; Building working relationships; Communicate effectively;

#### V. Working Relationships:

1. **Internal:** Works closely with Partnership and Fundraising Manager, Campaign teams, Conservation project managers, Finance & Accounting department and Management team, Asia Pacific Growth Team, WWF International and Regional B&I Unit
2. **External:** Corporate partner communications/marketing staff, PR and advertising agencies, writers and journalists, business associates, business intelligence consultants, corporate prospects, international corporate associations and organizations, trusts and foundations, other NGOs and community organizations

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.

Prepared by Supervisor: \_\_\_\_\_

Date: \_\_\_\_\_

Accepted by Staff member: \_\_\_\_\_

Date: \_\_\_\_\_