

## **JOB DESCRIPTION OF COMMUNICATION OFFICER**

The **Land Alliance (Landa)**, established in June 2013, is one of six coalitions participating in Oxfam's Coalition Support Program. It is the first multi-stakeholder platform dedicated to land governance reform in Vietnam. Landa is made up of 19 non-governmental organizations, professional organizations, individuals and social organizations active in the fields of forestry, agriculture, and poverty reduction. Landa members work on a voluntary basis to contribute to creating opportunities for people to participate in policy development, manage and use land resources effectively, and contribute to social justice.

The Land Alliance is looking for a position of Communication Officer, with the following informations:

**Working Location:** The Office of the Center for Rural Community Research and Development/CCRD (located on Floor 12A, The City Palace of Intelligentsia, No.80 Tran Thai Tong Str., Cau Giay Dist., Hanoi) with travels to other locations in Vietnam depending on programme requirements.

**Starting working date:** as soon as possible.

### **General Responsibilities:**

Communications Officer is responsible for assisting the coordinator and other members of LANDA in the implementation of the strategic media of the Alliance, including media activities and media direct support for activities advocacy of the coalition.

Communications Officer will work closely with the Communication and Media Specialist of Oxfam and make plan for each year with the support of this Specialist during the implementation. Communications Officer will coordinate and implement Issue-Based Project (IBP) on media or support the implementation of communication component of the IBPs.

Communication Officer will coordinate all communication activities directly support the advocacy activities of the Alliance.

Communications Officer should be a staff member of the coordinating organization or should have regular links with the coordinating organization to ensure regular communication, the ability to capture information and timely support the coordinating organization on media.

**Time effort for communication officer for LANDA is: 50%.**

### **The specific tasks:**

Communications Officer will have the following specific tasks:

#### **a) On the external communication:**

- Ensure consistently LANDA with the public as a network of organizations / individuals together advocacy in related areas with the use of appropriate communication tools.

- Maintain the alliance website, if any. At moment LANDA has not own website, the communication officer is responsible to use social networks for updating activities of the

Alliance, such as:

- blog (<https://landavn.wordpress.com/>) /

- facebook (<https://www.facebook.com/profile.php?id=100008441342121>) / fanpage (<https://www.facebook.com/pages/%C4%90%E1%BA%A5t-%C4%91ai-v%C3%A0-sinhk%E1%BA%BF/788630934517142>).

- Coordinate and support the LANDA' implementing members producing communication materials, photographs, video clips ... to support advocacy within the Issue-based Project (IBP), including

coordinate to develop and edit the content, follow up with producing contracts and quality assurance of communication products.

- Provide information and documents of the Coalition for agencies / organizations / individuals upon request, or to widely disseminate the operation results of the Coalition.
- Work closely with the LANDA coordinator to ensure that the materials used for the right purpose, appropriately serve for information sharing in order to enhance understanding, cooperation and support advocacy.

***b) On relation with the press:***

- To be the contact person of the Coalition with the media and is responsible for its' relation with the press. Receiving request for information of the press and arrange to meet press requirements in the internal Coalition.
- Develop and maintain press relationships /network of correspondents write about the field of advocacy of the coalition.
- Participate in planning to mobilize the media in the advocacy plan. Responsible for organizing events related to media, ensure the attendance of journalism in important advocacy events of the coalition such as training for the media, held press conference, inviting the press to attend workshop, field research ...
- Join the team in building research reports, support coordinator and leader of the coordinating organization to prepare the content of the information which will be shared with the press such as writing press releases, summarizing the results of research and other documents.
- Provide appropriate documentation for the press as required. Follow up with publish press information and articles gathered after the event to assess the performance. Share results with MEL Officer.

***c) Internal communication:***

- Maintain the internal sharing of information through the media tools which was selected by the Coalition such as internal web pages, newsletters, dropbox, newsletters, social networks ...
- Contribute to ensure the coalition members informed about relevant events implemented by the coordinating organization.

**Qualifications and competencies:**

- University degree
- At least 3 -5 years experience in media
- Have knowledge of Vietnamese journalism
- Understanding of environmental policy in the relevant field of the Coalition
- Understand the principles of gender equality and diversity, and is committed to applying the principles in the work of the coalition
- At least 2 years work experience related to journalism
- Skills in writing and editing
- Skills to use Internet tools, including appropriate social media

- Willing to work in Hanoi and other provinces as required
- Special priority for those who already have experience in mobilizing media in advocacy.

**Deadline for interesting candidates (Submission of CVs): 05/5/2015**

**Salary:** based on the Alliance's scale

**Application Procedure:**

Please send your Curriculum Vitae (in English and Vietnamese) to [pvthanh.ccrd@gmail.com](mailto:pvthanh.ccrd@gmail.com)  
Due to the high volume of applicant response, not all applicants may receive a response from CCRD. Only short-listed candidates will be contacted.