



JOB DESCRIPTION

Communications Officer

Team: Communications

Status: Full time

Commencing: July 2015

Job Context

Blue Dragon Children's Foundation is a grassroots Australian charity reaching out to children in crisis throughout Vietnam. Blue Dragon kids are street kids, children with disabilities, and children who have been trafficked or are at high risk. Our primary aim is to rescue kids from danger, reunite them with their families when we can, and provide all the services needed for recovery and growth. Blue Dragon operates five programs throughout Vietnam, and has a staff of 68 situated in Hanoi and Hue.

The Communications Team is responsible for public relations, communication products and developing strategies to increase engagement with Blue Dragon. The Team works with the Fundraising Team, supporting their work to increase Blue Dragon's income and broaden the funding base. The team comprises two Communications Officers and a Communications Manager.

Blue Dragon provides equal employment opportunities for open positions to all qualified persons without discrimination or harassment. Blue Dragon will make reasonable job accommodation for persons with disabilities who can perform the essential functions of the position for which they are qualified and selected.

Key Objectives

- Implement and drive Blue Dragon's social and digital media strategy
- Promote Blue Dragon's work by developing innovative communication products
- Ensure Communications and Fundraising staff have good knowledge of program activities that can be used for donor engagement and product development
- Create public relations opportunities
- Support the Communications Team to fulfil its strategies and objectives

Reporting

The Communications Officer reports to the Communications Manager.

Duties and Responsibilities

Social and Digital Media

- Ensure Blue Dragon's website is up-to-date and optimised, including managing SEO; managing website backend; researching, writing and editing content; regularly updating content; and generating new text and visuals
- Develop and maintain a content plan for the website, including visual library
- In liaison with Communications Manager, create innovative approaches to engaging donors and creating new donation pathways through technology and social media
- Keep abreast of best practice in social and digital media and make recommendations to optimise Blue Dragon's social media presence on Facebook, Twitter, LinkedIn and YouTube
- Investigate alternative social media platforms
- Write, schedule and post social media content
- Monitor comments and messages on social media including on weekends
- Monitor supporters social media pages for Blue Dragon mentions or other relevant news in order to post and comment
- Manage analytics for website and social media and disseminate this information

Communications Products

- Assist to research, write and edit bi-monthly newsletter and manage distribution
- Manage the mail list
- Assist the fundraising team in developing products to engage donors; review and revise written materials for team and management as required
- Assist with production of communications products, including annual report, collateral, brochure and media packs
- Manage the photo library, including gathering photos from programs, sorting, naming, tagging and resizing; develop star photos library; take or commission photos by request; respond to request for photos from staff and external agencies

Knowledge Management

- Liaise with program staff to gather information on program activities for reporting to and engaging with donors on program activities
- Set up systems to ensure program information is gathered and distributed appropriately
- Monitor and disseminate Google and other news alerts
- Monitor and disseminate fundraising and communications best practice information

Public Relations

- Assist to organise and manage local community, fundraising or CSR events
- Host Breakfast with the Stars visits with other team members on a roster basis
- Host other visitors at Dragon House, including assisting with school visits
- Assist to improve the environment and schedule for visitors
- Maintain the media archive

Other

- Contribute to and implement the Communications Strategy
- Participate actively in team meetings by identifying needs and problems and initiating solutions and improvements
- Carry out other tasks as requested by the Communications Manager

Selection criteria (must be demonstrated in written applications)

- Vietnamese national
- Excellent English language skills, both written and oral
- Experience in social media, website development and the digital environment
- Experience in a communications, marketing, event management or public relations environment preferred
- Demonstrated commitment to Blue Dragon's values
- Experience in working in a non-profit environment preferred
- Ability to work independently, set priorities and complete work accurately and timely
- Desire and proven ability to work as part of a team