

JOB DESCRIPTION – AFAP Vietnam

Job title: Communications, Marketing, and Fundraising Officer

Effective date: January 2016

Reports to: Vietnam Country Director (50%) /International Communications, Marketing and Fundraising Manager (50%)

Location: Hanoi office with travels to the field

1. WORKING CONTEXT

AFAP is an independent, community based, fully accredited Australian NGO. For over 40 years, AFAP has successfully worked with local partners to implement cost-effective development programs in 20 countries across Africa, Asia and the Pacific.

AFAP Vietnam has been working with poor communities in 9 provinces across the country since 1989 and became registered in Vietnam in 1996. Our programme focuses on improving health, income generation, good governance, social monitoring, food security and resilience to the effects of climate change. AFAP has developed a solid reputation as a principled, innovative, and pioneering NGO working with a wide spectrum of stakeholders ranging from policy makers and local authorities to civil society organisations (CSOs) and vulnerable communities.

2. JOB PURPOSE SUMMARY

Design and facilitate strategic engagement and business development to increase institutional and program income for the organisation. Supporting the Country Director in building and maintaining profitable, long-term fundraising relationships with high value donors and potential supporters, the incumbent will be supporting Sydney based Communications, Marketing and Fundraising Manager in leading the communications, marketing and fundraising work of AFAP, including brand management and positioning.

The ideal candidate should have a track record in developing publicity materials, managing public awareness, sharing information between AFAP and various target audiences to ensure that AFAP's vision and mission are widely perceived. The post will also be responsible for designing and implementing activities that effectively engage the Vietnamese public in addressing poverty reduction and development effectiveness issues.

3. AUTHORITY

The position has autonomy to make decisions related to all assigned activities within the areas of assigned responsibility.

The position is reporting to Vietnam Country Director and expected to work closely with and assist Sydney-based Communications, Marketing and Fundraising Manager and other team members and request support from other staff of AFAP Vietnam to ensure activities are implemented effectively and to a high standard.

4. KEY WORKING RELATIONSHIPS

Internal

Communications, Marketing and Fundraising Manager (based in Sydney)

External

Communities, AFAP's partners and international staff, Government Officials, Institution/Universities, Donors, International and Vietnamese NGOs

<p>Program Manager, Program Officers, Program Support Officer, Program Communications Assistant, and other staff in AFAP</p>	
5. MAIN AREAS OF RESPONSIBILITY	
Key responsibilities	Specific Tasks
<p>1. <i>Communications</i></p>	<ul style="list-style-type: none"> ▪ Take responsibility for the development, publication and distribution of all communication products; ▪ Manage organisational communications strategies including website, print, social media, and public relations; ▪ Develop materials to enhance donor communications including publications, audio/visual materials, fact sheet and fundraising packages; ▪ Consult with program team to integrate and reflect project activities in communications channels; ▪ Develop communication product for the Community Based Tourism Project to increase socio-economic benefits to community members, conserve natural and cultural resources and add value to the experiences of local and foreign visitors.
<p>2. <i>Marketing and Fundraising</i></p>	<ul style="list-style-type: none"> ▪ Support Communications, Marketing and Fundraising Manager in Sydney Office to oversee community fundraising mechanism, corporate partnerships and bequest strategy; ▪ Undertake market research and customer surveys to analyse demand and brand, approach positioning; ▪ Provide a combination of market intelligence, consistent product concept, standards and business entrepreneurship for the Community Based Tourism Project; ▪ Identify opportunities for fundraising with institutional donors and private foundations; ▪ Research, evaluate and recommend fundraising techniques; ▪ Pro-actively seek new forms of income for the organisation; ▪ Support in building relationships with potential supporters to deliver income; ▪ Build and develop corporate partnerships across the region; ▪ To actively contribute to achieving income targets to budget and manage resources to achieve its goals; ▪ Provide information for and ensure the quality of grant proposals and reports; ▪ Liaise with program team to supply information on funding and ensure the team has the information needed from programs to effectively communicate with and report to

	<p>donors;</p> <ul style="list-style-type: none"> ▪ Be pro-active in developing new markets and fundraising innovations that will increase income.
3. <i>Networking and Advocacy</i>	<ul style="list-style-type: none"> ▪ Attend conferences and seminars in Vietnam or internationally; ▪ Represent AFAP at industry forums and guest speak when required; ▪ Attend network meetings in Hanoi; ▪ Contribute to advocacy and public awareness events/campaigns.
6. QUALIFICATIONS REQUIRED	
<p>Education</p> <ul style="list-style-type: none"> ▪ Relevant Degree and/or equivalent professional qualification, preferably in communications or marketing (Master degree is preferable) 	<p>Work experience</p> <ul style="list-style-type: none"> ▪ At least 4 years experience in marketing, fundraising, or corporate liaison and institutional networking for donors. Practical working experience with INGOs is preferable.
<p>Technical knowledge/skills</p> <ul style="list-style-type: none"> ▪ Have a record of success in not-for-profit fundraising and marketing; ▪ Knowledge of media production, communications, and dissemination techniques and methods; ▪ Experience in planning and leading integrated marketing campaigns, including the development of strategies and assets to influence donors and supporters; ▪ Report and proposal writing skills; ▪ Good communication, analytical and negotiation skills; ▪ Good team work, interpersonal and communications, presentation skills; ▪ Willing to travel to project sites on a regular basis; ▪ Flexibility including a willingness to learn and adapt to new situations; ▪ Good computer skills (Word, Excel, Power Point) and publishing software skills. 	
<p>Language</p> <ul style="list-style-type: none"> ▪ Fluent English and Vietnamese, both spoken and written 	
<p>Attitude</p> <ul style="list-style-type: none"> ▪ Independent, friendly and helpful <p>Adherence to:</p> <ul style="list-style-type: none"> ▪ Poverty and injustice eradication ▪ Gender equality 	