



## JOB DESCRIPTION

<b>Position Title</b>	Communications Specialist
<b>Position Classification</b>	Category 4
<b>Department</b>	Communications
<b>Location of work</b>	Hanoi
<b>Salary band</b>	Category 4, Step 1 - 10
<b>Effective date</b>	December 2016

## POSITION SUMMARY

Communications Specialist is expected to lead communications strategy, plan and activities of CARE International in Vietnam, as well as to provide communication support and advice for all programmes including policy advocacy work. Communications Specialist works closely with Senior Management Team and programme staff to promote CARE image and profile through digital communications channels and other communication materials including publication, print, video and online products for internal and external audience.

## REPORTING RELATIONSHIP

<b>Position reports to</b>	Advocacy Advisor
<b>Supervisory positions</b>	Communications intern/volunteer

## KEY RESPONSIBILITIES AND CONTRIBUTIONS

- Take lead in development and roll-out of CARE in Vietnam's Communication strategy and plan, communication platforms, and information sharing guidelines for both internal and external communications, and for the organizations as well as its programmes and projects.
- Support Programme Unit to develop and maintain strategic relationships with partners including donors, civil society organizations and local institutions.
- Establish and maintain strategic relationship with media networks, both national and international, to ensure CARE International's image and profile highlighted with partners and in public.
- Develop media and social media platforms and networks, and work with programme teams to implement events and campaigns.
- Take lead in producing communications products to support the organisation as well as its programmes and projects in Vietnam and ensure that they are in line with CARE's procedures. Develop and monitor communications schedules, liaising with staff to ensure documents, stories and case studies are produced in a timely manner.
- Develop and maintain libraries of communications and media materials in both digital and hard-copy formats.
- Produce human interest stories, news stories, videos, press releases and external-facing brochures or promotional materials which articulate CARE in Vietnam's work on a programme or project level, as needed.
- Support fund-raising and public campaigns to secure funds for the organisation.
- Provide communication advice to the senior management and programme teams.
- Lead the capacity building on communication for CARE staff and CARE's counterparts in Vietnam. Provide trainings for CARE team, as well as local partners including NGOs in Vietnam.
- Develop and monitor public relations in communications and marketing campaigns of the

organisations.

- Be the focal point and liaise with communications/media team in CARE member head office and with peers in country offices as required.
- Liaise with designers, printers and other contractors where needed.

## **COMMON ACCOUNTABILITIES OF CARE IN VIETNAM STAFF**

**Gender Equality and Women Empowerment:** CARE Vietnam staff is expected to promote gender integration in programmes and at organizational level. The position holder is expected to advance Gender equality and women empowerment in line with competencies as per the Job Category Classification.

**Emergency Response:** CARE Vietnam staff is expected to be part of the Emergency Response Team. When a disaster strikes in Vietnam, CARE Vietnam Country Director may call on staff members to provide support to respond to the emergency.

**Safety & Security:** CARE Vietnam staff is expected to promote a safe and secure work environment; foster a safety and security culture; and ensure consistent application of, and compliance with, CVN safety and security policies and procedures.

**Child Protections:** CARE Vietnam staff is expected to prevent, oppose and combat all exploitation and abuse of the child; to treat all children fairly, with respect and dignity, regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability, birth or other status.

## **SELECTION CRITERIA**

- University and/or postgraduate degree in related sector with at least 10 years relevant experience.
- Proven experience in developing and implementing communications and media strategy and plan.
- Proven technical skills and expertise in a full range of communications responsibilities.
- Established networks and good relationships with media.
- Fluent oral communication and writing skills in both Vietnamese and English languages.
- Knowledge and experience of ethical considerations and gender relations in Vietnam, with a commitment to integrating gender equality and best practice in the development of communications materials.
- Able to quickly absorb new information and learn new techniques that extend capability.
- Able to take initiatives to advance CARE's mission.
- Organisation to work effectively, attention to details, and good team work.

**We encourage and support jobholders from all background, experiences and identities.**