



## **JOB DESCRIPTION**

**Position:** Communications and Fundraising Manager

**Team:** Communications and Fundraising Department

**Status:** Full time, regular office hours

**Location:** Main office, Hanoi

**Last updated:** April 2017

### **Job Purpose**

To ensure the success of Blue Dragon's work through developing and implementing a communications and fundraising strategy and leading an inspired team.

### **Job Context**

Blue Dragon Children's Foundation is a grassroots charity serving children in crisis throughout Vietnam. We believe that every child deserves the best care we can offer. Blue Dragon kids are street kids, children with disabilities, and children who have been trafficked. We rescue kids from danger and slavery, reunite them with their families when we can, and provide all the services needed for recovery and growth.

The Communications and Fundraising Department ensures the success of Blue Dragon's work through fundraising, awareness raising, communications and marketing, and by maintaining our excellent reputation with donors, sponsors and the wider community.

Blue Dragon provides equal employment opportunities for open positions to all qualified persons without discrimination. We will make job accommodations for the needs of people with disabilities.

### **Key Objectives**

- To uphold Blue Dragon's mission and values.
- Manage Blue Dragon's relationship with past, current and potential donors.
- Contribute to the development of, and implement the annual and long term Communications strategy and Fundraising strategy.
- Ensure adequate funding to meet Blue Dragon's goals.

- Represent Blue Dragon, and assist the team to represent Blue Dragon, to facilitate understanding of our work, publicise achievements and impact, and maintain our excellent reputation.

### **Main responsibilities**

The position responsibilities will be negotiated with the CEO and other members of the team, and are expected to include:

- Manage the day-to-day operations of the Communications and Fundraising team, including the delegation of projects and tasks.
- Manage the flow of information through the department, including the main email account.
- Create a supportive workplace that inspires excellence and continual learning.
- Improve annual planning process and practices in order to ensure manageable workload and efficiency.
- Develop the annual Communications Strategy and Fundraising Strategy, in collaboration with the Founder, Resources and Partnerships Leader, the Program Development Leader and the team.
- Strengthen data collection and reporting systems, and build the skills of the team to collect and report information and data about Blue Dragon's impact, including through visits to the Centre.
- Understand and analyse Blue Dragon's fundraising income, and work with the CEO, Resources and Partnerships Leader and Chief Accountant to plan and monitor Blue Dragon's financial position.
- Ensure the donation database and mail list is accurate and well-maintained by the staff responsible.
- With the CEO, manage Blue Dragon's social media and other marketing activities.
- Liaise with senior management and Program managers to ensure close interdepartmental cooperation.
- Ensure the quality of the work of each member of the Communications team, including shared understanding of Blue Dragon's values and policies.
- With the CEO, manage Blue Dragon's relationships with the public and the media.
- Oversee Blue Dragon's campaigns and appeals to generate income from around the world.
- In collaboration with the CEO, represent Blue Dragon at external events.
- Support the CEO to maintain relationships with government agencies and other key partners.
- Take responsibility for the development, publication and distribution of all external communications.

## **Support**

The Communications and Fundraising Manager works particularly closely with the CEO. In issues of fundraising, the Manager works closely with the Resources and Partnerships Leader. The Manager will also collaborate with the Program Development Leader, Program Managers, and the Chief Accountant.

## **Key selection criteria**

- Excellent verbal and written English language skills
- Excellent interpersonal and communication skills
- Demonstrated ability to mentor, support and build up a team of staff
- Previous experience in both communications and fundraising
- Donor-focused outlook
- Willingness to work out of hours and on weekends when required
- Minimum 2 years' experience of working in Vietnam
- Demonstrated commitment to Blue Dragon values
- Knowledge of social media & marketing
- Experience working or living in countries other than Vietnam