



# JOB DESCRIPTION

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**AFAP Vietnam**

## **Senior Communications, Marketing and Fundraising Officer**

**Effective date:** September 2017

**Location:** Hanoi office with travels to the fields and global office in Sydney

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

### **1. Work Context**

Established in 1968 as The Australian Foundation for the Peoples of Asia and the Pacific Limited (AFAP), our organisation has recently adopted a new name – Action on Poverty (AOP). AOP is a fully-accredited, secular Australian organisation that empowers local changemakers to break the cycle of entrenched poverty in their communities. For nearly 50 years, AOP has successfully worked with local partners to implement cost-effective development programs in 20 countries across Africa, Asia and the Pacific.

AFAP Vietnam is the representative office of AOP. AFAP Vietnam has been working with poor communities in 9 provinces across the country since 1989 and became registered in Vietnam in 1996. Our program 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**

The purpose of this position is to implement Vietnam's Fundraising and Communications Strategy and support the implementation of the Global Fundraising and Communications Strategy. The main objectives of these strategies are to increase and diversify incomes through fundraising, and increase awareness and community engagement.

The position will work closely with the Country Director of AFAP Vietnam and the Sydney-based Communications, Marketing and Fundraising Manager. The incumbent will have the opportunity to participate in a wide scope of fundraising and marketing activities including proposal writing, event management, media management, digital marketing, direct marketing campaigns, printed collateral development, and brand management.

### 3. Authority

The position has autonomy to make decisions related to all assigned activities within the areas of assigned responsibility, with approval from managers.

The position will report to the Sydney-based Communications, Marketing and Fundraising Manager and Vietnam Country Director. The incumbent will manage a small team with currently one direct report, the Program Communications Assistant, however this may grow over time. You will also work closely with other staff members to ensure activities are implemented effectively and to a high standard.

### 4. Key Work Relationships

Internal	External
<ul style="list-style-type: none"><li>▪ Communications, Marketing and Fundraising Manager (based in Sydney)</li><li>▪ Program Manager and Program Officers</li><li>▪ Program Communications Assistant</li><li>▪ Other staff in AFAP Vietnam and AOP</li></ul>	<ul style="list-style-type: none"><li>▪ Communities and beneficiaries</li><li>▪ AFAP's partners and AOP's networks</li><li>▪ Government officials</li><li>▪ Institution/Universities</li><li>▪ Donors</li><li>▪ International and Vietnamese NGOs</li></ul>

### 5. Main Areas of Responsibility

Key Responsibilities	Specific Tasks
<b>1. Strategy Development and Implementation</b>	<ul style="list-style-type: none"><li>▪ Manage the implementation and review of Vietnam Communications and Fundraising Strategy, ensure KPIs are met on time and within budget, and provide feedback to senior management on progress;</li><li>▪ Evaluate success of the strategy and develop new strategy for the next strategic cycle;</li><li>▪ Management of direct reports including work plans, performance and career development;</li><li>▪ Coordinate regular team meetings, with both Sydney and Vietnam, including agenda, minutes and reports;</li><li>▪ Management of communications collateral and channels including creative, production, publication, distribution, and evaluation for printed and online materials.</li></ul>

## **2. *Communications and Fundraising***

- Coordinate direct marketing and fundraising campaigns including direct mails, emails, social media, digital marketing, and donor care;
- Media management including positive promotional coverage and issues management;
- Management of Vietnam section of website as well as providing input to the whole website including writing and publishing blogs using Wordpress;
- Analysis of website performance using Google Analytics;
- Manage Google Ads accounts and provide input into digital marketing;
- Assist Sydney office to create the annual report;
- Write and design hard copy newsletters;
- Write and publish social media posts;
- Develop promotional and marketing assets including flyers, brochures, posters, videos, etc;
- Edit various documents to improve written and visual presentation;
- Coordinate grant proposals between Sydney and Vietnam office including discovery, writing, editing, submission and feedback;
- Liaise with program team to source information for fundraising opportunities;
- Event management including coordinating a large gala event;
- Establish strategic partnerships with corporates and other institutions;
- Report on effectiveness of communications and fundraising methods;
- Proactively seek new forms of income for the organisation;
- Ensure all communications materials adhere to Brand Guidelines;
- Provide training to program staff and partners on effective communications.

## **3. *Networking and Advocacy***

- Attend conferences and seminars in Vietnam or internationally;
- Represent AFAP Vietnam at industry forums and act as guest speaker when required;
- Attend network meetings in Hanoi;
- Contribute to advocacy and public awareness events/campaigns.

## 6. Required Qualifications

### Education

- Relevant Degree and/or equivalent professional qualification, preferably in communications, journalism or marketing;
- Master degree is preferable.

### Work experience

- At least 5 years of experience in marketing, fundraising, or corporate liaison and institutional networking for donors;
- Practical work experience with INGOs is preferable.

### Technical Knowledge/Skills

- Experience in planning and leading effective fundraising campaigns;
- Experience in writing successful grant proposals;
- Exceptional writing skills and a passion for good writing;
- Excellent relationship skills; ability to manage and nurture relationships both internally and externally;
- Experience in media liaison, with a good network of media contacts in Vietnam;
- Excellent public speaking skills;
- Willing to travel to project sites on a regular basis;
- Proficiency in using website content management systems such as Wordpress;
- Proficiency in graphic design and photography is desirable;
- Good computer skills (Word, Excel, Power Point) and publishing software skills.

### Languages

- Fluent English and Vietnamese, both spoken and written

### Attitude

- Independent, friendly and helpful

### Adherence to

- Poverty and injustice eradication
- Gender equality