



JOB DESCRIPTION

Position	Communications Content and Product Developer
Team	Communications and Fundraising
Status	Full time with flexible hours
Location	Hanoi
Last updated	March 2019

Job Purpose

To share the vision, values and impact of Blue Dragon's work with the world through online and digital platforms.

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 team ensures the success of Blue Dragon's work through fundraising, communications and marketing, and by maintaining our excellent reputation with donors, sponsors and the wider community.

Blue Dragon is a child-safe organization, committed to the protection and exceptional care of children. We require all staff and volunteers to agree to and abide by our Child Protection Code of Conduct.

We offer equal employment opportunities to all qualified persons without discrimination or harassment. We will make any necessary job accommodation for persons with disabilities or special needs.

Key Objectives

- Uphold Blue Dragon's mission and values
- Develop innovative and representative Communications products to promote Blue Dragon's work
- Take part in the ongoing development of Blue Dragon's social and digital media strategy
- Implement Blue Dragon's social and digital media strategy and plan to create and maintain quality engagement with donors and supporters
- Ensure Communications and Fundraising staff have information about program activities that can be used for donor engagement and product development
- Support the whole team to fulfil its strategies and objectives

- Review and update Social Media Manual, Blue Dragon Website User Guide, Guidelines for reviewing website, newsletter manual on a regular basis in a discussion with Communications and Fundraising Manager and CEO

Main responsibilities

The position responsibilities will be negotiated with the Manager and the Digital and Online Manager, and are expected to include:

Communications Materials

- Coordinate within the Communications team to produce and develop communications materials, including newsletters, annual reports, brochures and media packs as well as products for major events, campaigns, appeals and daily uses of communications and fundraising activities
- Manage and develop photo library across the organisation, including liaising with programs to collect and update the photo library; develop star photos library; take or commission photos; respond to request for photos/video from staff and external agencies
- Support staff across the organisation with developing content and materials for a wide variety of purposes, including training materials, informational brochures and specific requests for program events

Social and Digital Media

- Support the Social and Digital Manager to ensure Blue Dragon's website is up-to-date and optimised, including SEO and website backend
- Assist with managing the website and improving SEO to ensure Blue Dragon's website is up-to-date, optimized, and well-functioning
- Involve in writing, scheduling and posting social media content
- Keep abreast of best practice in social and digital media, fundraising and communications, and make recommendations to optimise Blue Dragon's social media presence on Facebook, Twitter, Instagram, LinkedIn and YouTube
- Support the management of Blue Dragon's email list

Knowledge Management

- Liaise with program staff to gather information on program activities for reporting to and engaging with donors
- Build and update the media archive

Other

- Work with external partners to get specialist input and assistance on digital and social media development
- Contribute to and implement the Communications and Fundraising strategies
- Support the team with hosting visitors and attending events
- Participate in team discussions and meetings

Support

The Communications Content and Product Developer supports the entire Communications and Fundraising team, and is closely supported by the Manager and CEO.

Key selection criteria

Essential

- Demonstrated commitment to Blue Dragon's values
- Excellent English language skills, both written and oral
- Experience in social media, website development and the digital environment
- Advanced skills in film making, photo editing and graphic design software and tools
- Experience in communications, marketing, event management or public relations
- Ability to work both within a team and independently
- Highly organized: able to set priorities and complete work accurately and on time
- Desire and proven ability to work as part of a team and good interpersonal skills
- Ability to identify needs and problems, and initiate solutions and improvements

Desirable but not essential

- Photography
- Experience in working in a non-profit environment