

HAGAR VIETNAM JOB DESCRIPTION

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| 1. Position Information: | | |
| Job Title: | Communications and Advocacy Officer | |
| Position Reports To: | Quality Assurance Manager | |
| Position Location: | Based in Hanoi with travel to the provinces | |
| Position Purpose: | Ensure Hagar Vietnam's advocacy and communication plans and visibility products to be developed and delivered across the organisation, aligning to Hagar International guidelines and strategies and promoting Hagar's work in Vietnam to multiple stakeholders. | |
| 2. Position Context/background: | | |
| <p>Hagar International, established in 1994 in Cambodia, serves women and children who have survived severe exploitation and human rights abuse. In 2008 and 2009, Hagar expanded its model of long-term, individualized trauma-informed care (TIC) in Afghanistan and Vietnam respectively. In each context, Hagar is committed to the whole person for the long-term. Through protection, recovery, empowerment and community integration, Hagar joins each woman and child on their journey towards wholeness. Our work encompasses our values: Respect, Integrity, Compassion and Excellence (RICE).</p> <p>To scale-up the impact and replicate our model, Hagar Vietnam builds knowledge, capacity and commitment of other agencies and individuals about trauma informed care (TIC). This includes government, government-affiliated, organisations (local and international), and individuals to deliver a specialised model of care and support.</p> <p>The Communications and Advocacy Officer has an important role. He/she ensures Hagar Vietnam's advocacy and communication plans and visibility products to be developed and delivered across the organisation, aligning to Hagar International guidelines and strategies and promoting Hagar's work in Vietnam to multiple stakeholders</p> | | |
| 3. Important Stakeholders & Relationships: | | |
| External [With Pre-Approval by your manager] | Internal | Membership Committees / Groups [With Pre-Approval by your manager] |
| <ul style="list-style-type: none"> Donors Government partners Local partners Potential partners Clients Mass public | <ul style="list-style-type: none"> Executive Director Senior management team, especially the Programme Manager for DFAT project inputs All Hagar Vietnam staff Hagar International Marketing Manager (based in Hong Kong) Hagar International Marketing Coordinator (based in New Zealand) Support offices Programme offices | <ul style="list-style-type: none"> Hagar International Communications Committee Hagar Global Fundraising |
| 4. Major Responsibilities of the Job: | | |

Advocacy

- Develop an advocacy roadmap to ensure that best practices, lessons learnt on supporting survivors of human trafficking, sexual abuse and violence shared at different levels for policy improvement purpose etc.
- Develop a communication and outreach materials including, press releases, policy documents, reports, briefing papers for medias and government consultations;
- Monitor and evaluate media coverage on relevant programmes in the country and the region to draw lessons to improve coverage, and provide regular analysis on issues relevant to Hagar Vietnam's programme.

Marketing & Communications

Communications and Marketing Strategy

- Develop a Communications and Marketing Strategy for Hagar Vietnam: documents, videos, social media, etc.
- Contribute as Hagar Vietnam's representative towards the development and implementation of Hagar's global Communications and Marketing strategies, involving senior management team members as relevant
- Identify needs and gaps in Hagar Vietnam communications and marketing materials
- Ensure all Hagar communications and marketing materials align with Hagar International policies and branding guidelines and strategies: business cards, email signatures, brochures, videos, photos
- Work with Hagar communications and marketing personnel to develop a Hagar Vietnam style guide, photograph bank, case stories, etc.
- Pre-approve all communications and marketing materials produced by partners and/or supporters to advertise Hagar's work, ensuring compliance to Hagar International guidelines and standards
- Establish and regularly update a mailing list for dissemination of Hagar Vietnam twice-yearly mail-outs
- Provide Quality Assurance Manager and senior management team with a list of relevant annually produced materials for distribution internally and externally within budget, that may include some of the following: flip calendars, wall calendars, notebooks, t-shirts, shopping bags, bracelets, etc.
- Work with the Administration Officer to regularly review and ensure that Hagar Vietnam's email address list is updated, ex-staff names are removed, all staff positions are listed (including changes to titles)

Development of all Hagar Communications and Marketing Materials

- Establish Hagar Vietnam library on fourth floor with log book for use by staff
- Collect all Hagar communications and marketing materials (organisational, project) and document in a database
- Develop new case stories and photographs for approval and use by Hagar International
- Develop an architecture for communications products which are aligned with Hagar International's branding and communications policy
- Develop relevant materials about Hagar Vietnam's work for distribution in twice-yearly Hagar mail-outs
- Participate and/or lead and approve all communications and marketing materials produced for Hagar Vietnam, including individual projects
- Build a client's story database for communication purposes
- Together with the senior management team, identify key messages for dissemination and training to Hagar Vietnam staff

Internal and External reporting

- Support the Executive Director and all other staff with relevant data for inclusion in reports, as requested
- Support Hagar Vietnam to document, edit and finalise semi-annual reports for distribution to programme and support offices, according to agreed templates
- Provide relevant communications materials to support offices, as required and/or requested e.g. case stories, photographs, etc.
- Ensure that Hagar Vietnam relevant documents are translated and available for staff and external stakeholders: Hagar Vietnam strategic plan, theory of change, etc.
- Speak at external events, based on pre-approval of Quality Assurance Manager and Programme Manager.
- In consultation with Quality Assurance Manager and Programme Manager, participate and/or lead awareness raising events at public venues (e.g. international schools, Hanoi-annual fairs, etc.)
- In agreement with the Programme Manager and/or Executive Director, liaise with relevant donors, supporters, Hagar Board members, visitors and/or support and programme offices, etc.

Communications channel

- Support website redevelopment and maintenance process, especially for the Hagar Vietnam's page as required
- Lead the posting for Hagar Vietnam's contribution to Hagar International's website and LinkedIn
- Provide regular content to update Hagar Vietnam's Facebook page
- Manage and promote Hagar Vietnam's social media platforms
- Support offline communication events and activities to establish and strengthen awareness about Hagar Vietnam (internally at Hanoi-based events, and with donor visits, Board visits, supporter visits, etc.)

Communications-related project coordination

In 2019, this position will:

- Provide technical support to Communications activities in the project "Decreasing gender-based violence in ethnic communes in Northern Vietnam" in Yen Bai
- Work with the Yen Bai Women's Union on planning communications activities
- Make sure the local partner abides by Hagar International's Communications Policies and communications-related donor requirement

5. Work Environment:

- This position is based in Hanoi, Vietnam.
- Travel to provinces is required.
- All travel will be at the request and direction of the Quality Assurance Manager and will be required to comply with available budget.

6. Position Requirement:**Required Or Preferred****Education**

- Bachelor Degree in Social Sciences or Communications, Journalism or relevant fields
- Preferable Master's Degree

Required

Preferred

Knowledge

- Ability to network successfully with a variety of individuals and groups
- Excellent knowledge concerning Hagar's mission and principles
- Ability to speak clearly and effectively about Hagar Vietnam

Required

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| | <ul style="list-style-type: none"> • Ability to establish a trusting relationship with traumatized clients, especially women and children • Excellent management and record keeping skills • Ability to respect the need for confidentiality, especially for the high risk situation of trafficked persons or domestic violence victims • Detail oriented • Ability to keep professional boundaries, code of ethics and address all personal issues, which may affect your work • A professional demeanour at all times including in high stress situations • Willing to work as part of a team • Ability to work with diverse personalities, persons of all ages, ethnicity and sexual orientation • Computer skills including MS Word, Excel, PowerPoint; internet and email | |
| | <ul style="list-style-type: none"> • Able to communicate in written and verbal English | Required |
| Experience | <ul style="list-style-type: none"> • Experience in advocating and lobbying government officials at policy levels • Experience in the usage of video and radio editing software is necessary • Experience in the usage of social media tools, computers and office software packages, good knowledge and experience in handling of web-based management systems. • Experience of practical journalism, communications, media relations combined with the national and international development areas, | Required |
| Personal Attributes | <ul style="list-style-type: none"> • A passion and willing to help traumatized people clients to heal. • Ability to maintain ethical standards • Honest • Ability to follow direction • Team player • Mature | Required |
| 7. Signatures: | | |

I have read and received the above job description and agree with the duties and responsibilities of this position. This position is available and is limited upon grant funding.

Com and Advocacy Officer Date

Executive Director Date

8. Core Competencies:

Accountability: We take responsibility for using our resources efficiently, monitoring progress and for being accountable to our clients, our supporters, and partners.

Collaboration: We build strong relationships that inspire trust, respect and effective communication.

Creativity: We embrace innovation, change and new approaches to ensure continuous improvement.

Learning: We pursue excellence by encouraging reflection, continuous learning and professional development.

Quality: We aspire to high goals and strive for the highest quality outcomes and services.