



JOB DESCRIPTION

Action on Poverty in Vietnam

Senior Communications and Community Engagement Officer

Effective date: April 2019
Contract type: Full-time fixed-term contract
Location: Hanoi office with travels to Ho Chi Minh city office and project areas
Reports to: Country Director

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.

AOP in Vietnam is the representative office of AOP. AOP in Vietnam has been working with poor communities in 9 provinces across the country since 1989 and was 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. AOP 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.

AOP in Vietnam also partners with the World Mosquito Program (WMP), a not-for-profit initiative that works to protect the global community from mosquito-borne diseases. With support from AOP, the WMP has established its Asia hub in Ho Chi Minh City and projects in Vietnam.

2. Job Purpose

The purpose of this position is to:

- develop and implement AOP in Vietnam's Communications Strategy;
- lead communications and community engagement work for program and projects;
- support the implementation of AOP's global Communications and Fundraising Strategy.

The position will work closely with the Country Director, the Program team and the Communications and Community Engagement team of the World Mosquito Program and its projects. The incumbent will have the opportunity and responsibilities to implement a wide

range of activities to build the profile of AOP in Vietnam and to engage communities in life-changing development projects through media relations, publications, social media, digital marketing and brand management.

3. Authority

The position has autonomy to make decisions related to all assigned activities within the areas of assigned responsibility.

The position will report to the Country Director. The incumbent will manage a small team with currently one direct report, the Communications, Fundraising and Marketing Assistant, however this may grow over time. This position will also work closely with the Program team to ensure communications and community engagement activities are implemented effectively and to a high standard.

4. Key Work Relationships

Internal	External
<ul style="list-style-type: none"> ▪ Country Director ▪ Communications, Marketing and Fundraising Manager (based in Sydney, Australia) ▪ Program team of AOP in Vietnam ▪ WMP Communications and Community Engagement team ▪ Communications, Marketing and Fundraising Assistant ▪ Other staff of AOP in Vietnam and Sydney 	<ul style="list-style-type: none"> ▪ Media ▪ Communities and beneficiaries ▪ AOP's partners and networks ▪ International and Vietnamese NGOs ▪ Government officials ▪ Institutions/universities ▪ Donors

5. Main Areas of Responsibility

Key Responsibilities	Specific Tasks
1. Strategy Development and Implementation	<ul style="list-style-type: none"> ▪ Review and develop AOP in Vietnam's communications strategy in conjunction with thematic programs; ▪ Manage the implementation of the strategy, ensure KPIs are met on time and within budget, and provide feedback to senior management on progress; ▪ Evaluate success of the strategy and develop new strategy for the next strategic cycle; ▪ Participate in regular team meetings with both Sydney and Vietnam staff.

- 2. Communications**
- Support direct marketing and fundraising campaigns for the global office, including direct mail, email, social media, digital marketing, and donor care;
 - Manage all communications channels of AOP in Vietnam, develop and implement master communications plan in accordance with the timeline of project implementation and reporting, and key project events;
 - Provide consultancy to program team on delivering effective communications to ensure prompt and effective donor care and to promote AOP branding and reputation;
 - Act as a liaison with program staff and project partners to collect and exchange information to develop communications products effectively and in line with program plans;
 - Initiate, develop and produce promotional and marketing assets including flyers, brochures, posters, videos, newsletters, press releases, etc;
 - Coordinate all stages of production including building content, publication, distribution, and evaluation of printed and online materials; ensure all materials adhere to Brand Guidelines and donors' requirements;
 - Manage media including positive promotional coverage and issues management;
 - Contribute to advocacy and public awareness events/campaigns;
 - Provide marketing and communications guidance and support to project partners including marketing of local products and services.
- 3. Community Engagement**
- Develop and implement community engagement initiatives to ensure community mobilisation, community empowerment, public acceptance and ownership of AOP/WMP projects;
 - Develop and strengthen partnerships within project areas and ensure that communities are ready for partnering and are implementing and increasingly owning community development;
 - Ensure the core values and key messages of AOP/WMP and its projects are delivered and understood thoroughly at all project areas and by all stakeholders;
 - Ensure AOP branding are delivered effectively across its project areas including visual presentation, donor acknowledgement, etc.;
 - Provide training to program staff and partners on effective communications and community engagement.
- 4. Others**
- Contribute to the development of project proposals;

- Participate in management meetings affecting communications and community engagement;
- Coordinate and organise events;
- Other tasks as deemed necessary and appropriate.

6. Required Qualifications

Education	<ul style="list-style-type: none"> ▪ Relevant Degree and/or equivalent professional qualification, preferably in communications, journalism or marketing; ▪ Master degree or additional professional trainings in communications and community engagement is an advantage.
Work experience	<ul style="list-style-type: none"> ▪ At least 5 years of experience in communications, marketing, or community engagement; ▪ Practical work experience with INGOs is preferable.
Knowledge and skills	<ul style="list-style-type: none"> ▪ In-depth knowledge and understanding of communications channels; knowledge of relevant technology application and systems necessary to communications purposes; ▪ Experience in planning and leading effective communications campaigns; ▪ Experience in community organisation and engagement; ▪ Experience in media liaison, with a good network of media contacts in Vietnam; ▪ Excellent interpersonal skills; excellent communicator both orally and written; excellent public speaking skills; ▪ Excellent relationship skills; ability to manage and nurture relationships both internally and externally; ▪ Ability to work effectively within a team and to supervise/coach staff; ▪ Exceptional writing skills and a passion for good writing; ▪ Willingness to travel to project areas on a regular basis; ▪ Good computer skills (Microsoft Word, Excel, PowerPoint, internet) and publishing software skills.
Languages	<ul style="list-style-type: none"> ▪ Advanced business English and Vietnamese, both spoken and written.
Attitude	<ul style="list-style-type: none"> ▪ Independent, friendly and helpful ▪ Attentive to details ▪ Sensitive to audience
Adherence to	<ul style="list-style-type: none"> ▪ Poverty and injustice eradication ▪ Gender equality ▪ Child protection