

Marketing and Communication Officer, based in Hanoi

HELVETAS, an International Non-Government Organization, supports the efforts of disadvantaged people and communities to determine the course of their own lives, thereby helping them to help themselves. HELVETAS promotes fair access to essential resources and protect social, economic, political, environmental and cultural rights.

In Vietnam, HELVETAS is looking for Vietnamese citizen for a Marketing and Communication Officer for an EU-funded project which works to promote the conservation of biodiversity through sustainable trade of natural ingredients that increases the livelihood benefits of rural population taking into consideration all relevant ethical BioTrade principles and criteria. The project aims to change awareness of 10 million consumers as to pharmaceutical products that use raw materials of natural ingredients. The Marketing & Communication Officer will base in Hanoi with frequent travels to provinces.

DUTIES & RESPONSIBILITIES

- Responsible for the administration of marketing and communications activities, including promotions, exhibitions, contra-deals and PR campaigns;
- Contribute, as directed, to the development of the project's communication plan and interventions. This will cover a wide range of activities, including identification of target audiences, supports for defining communication contents, integration of the project's communication into the beneficiary enterprises' business plans;
- Identify and recommend solutions to effectively and efficiently bring intended messages to the target community across the country within the available budget – 10m consumers are expected to have received the project's messages and change awareness as a result;
- Administer and coordinate the implementation of marketing and communications programs and campaigns for a range of stakeholders and BioTrade products and services,
- Assist and conduct periodic evaluation on the project's communication activities in terms of performance and impact in order to timely provide feedbacks for adjustments and corrective actions to ensure the project's communication target achieved;
- Support the Project Manager and BioTrade team with the design and production of marketing materials such as flyers, banners and adverts, press release;
- Deliver visibility requirements as well as other relevant activities as requested by donor;
- Suggest initiatives and new ideas to attract a maximum of target audiences and create changes in the awareness of people and organizations as to Biotrade products.

Contribute to enabling of innovations to be generated in the team to continuously improve the project's implementation in terms of operational efficiency;

- Administer all aspects of the BioTrade presence at exhibitions;
- Implement agreed contra-deals and media partnerships.

REQUIRED QUALIFICATIONS

- Proven track record of using marketing skills and communications channels to reach out to a substantially wide coverage of audiences ;
- Demonstrable experience of delivering effective marketing/communications to change awareness of target audiences, raise the profile of an organization or an issue;
- Ability to deliver communication solutions for crisis management purpose;
- Excellent written and verbal communication skills including copy writing, proof reading, delivering engaging content and coordinating communications processes;
- Excellent command of English;
- Good working knowledge of Microsoft Office (word, excel and desktop publisher);
- Proven ability to work on own initiative, meeting objectives and tight deadlines under pressure;
- Demonstrate a good combination of personal and organizational skills;
- Able to show a flexibility of approach and work effectively within a team;
- Experience in graphic design (desirable); Knowledge on Natural Ingredients, Certification (desirable).

Interested candidates should send applications (CV plus motivation letters and copies of diplomas) to Ms. Trieu Tu Anh, email: trieu.tuanh@helvetas.org; helvetas.vietnam@helvetas.org or post to HELVETAS Vietnam, 298F Kim Ma Street, Hanoi by 10 , May 2019. Please put email title as "Communication Officer".

Only short listed candidates will be contacted.