Job description

Communications Officer

Effective date: December 2019
Contract type: Full-time fixed-term contract
Project duration: 42 months
Employer: Action on Poverty (AOP) in Vietnam
Location: Ho Chi Minh City (HCMC)
Reports to: Communication and Engagement Manager

1. Work Context

The World Mosquito Program (WMP) is a global not-for-profit initiative that works to protect the global community from mosquito-borne diseases such as dengue, Zika, chikungunya, and yellow fever. Known until recently as the Eliminate Dengue Program, the WMP uses naturally occurring bacteria called Wolbachia to reduce the ability of mosquitoes to transmit these viruses. Accumulating evidence is supportive of very large impact on disease transmission and large clinical trials and demonstration projects are currently underway.

Following many years of laboratory research and field trials with promising results, the WMP is now operating in 12 countries worldwide and has widespread support from communities, governments and regulators. Currently the WMP is running projects in the Asia region in Vietnam, Indonesia, India, and Sri Lanka with expectations to initiate new projects in additional countries in the region.

Funding for WMP activities is received through major grants from the Bill & Melinda Gates Foundation, The Wellcome Trust, the Australian Government's, the US government through USAID, the Gillespie Family Foundation and other philanthropic supporters, as well as governments in various deployment countries. More information about the WMP can be obtained from www.worldmosquitoprogram.org.

The WMP is working in partnership with Action on Poverty (AOP) to protect communities in Vietnam from mosquito-borne diseases. Action on Poverty is an international aid organisation with a network of partners around the world working together to break the poverty cycle. From building sustainable livelihoods to fostering good governance, AOP in Vietnam has been working with local partners for over 30 years.

The Wolbachia Method Project in Southern Vietnam (WMP-SVN) is implemented collaboratively by WMP, AOP, and the Pasteur Institute in Ho Chi Minh City in two project sites of Thu Dau Mot city, Binh Duong province and My Tho city, Tien Giang province.

2. Job Purpose Summary

Under the direction of the Communication and Engagement Manager, the Communications Officer will support the implementation of a mass communications campaign to achieve public acceptance and widespread participation for the release of Wolbachia mosquitoes in the WMP-SVN. This includes developing and implementing a range of high quality and engaging communications materials for print, traditional media, social media and presentations.

3. Authority

Communications Officer reports to the Communication and Engagement Manager and is responsible for reporting on a weekly basis the status of communication activities, including internal and external.

The incumbent is expected to work closely with other team members and request support from other staff to ensure activities are implemented effectively and to a high standard.

4. Key Responsibilities

1, Develop and implement communications materials across a range of channels to build widespread awareness, support and participation in releases of mosquitoes with Wolbachia through a diverse, innovative and impactful mass communications campaign;

2, Work closely with the Communications and Engagement team, external campaign agency or consultant and internal teams to develop and implement a campaign to inform and engage community members to grow and release mosquitoes with Wolbachia;

3, Develop, maintain and train WMP staff on project key messages and Frequently Asked Questions to ensure alignment and consistency;

4, Write and design compelling content to communicate progress and results to key stakeholders such as the community, government, Pasteur Institute and other relevant agencies;

5, Proactively engage and respond to local and national media to gain promotional coverage of the WMP projects;

6, Monitor key communications channels such as social media, media and website, and compile reports to evaluate and inform campaign strategy and ensure alignment with the Public Acceptance Model framework.

5. Required Qualifications

Education

Bachelor's Degree of relevant professional qualifications, such as in media/journalism, public policy, communications, or social science.

Knowledge and Skills

1, Experience in delivering creative and innovative communication campaigns that engage a broad range of audiences through multiple channels, including print and digital platforms, ideally with experience in tailoring communications to local and national needs;

2, Excellent written and verbal communication skills, including a proven ability to write in different news styles and produce communications for a variety of traditional and emerging communications channels across print and digital media;

3, Experience with digital design and photo editing applications such as Adobe InDesign, Illustrator, and Photoshop;

4, Demonstrative ability to generate ideas and implement strategies and evaluation for editorial content and coverage through print, web and broadcast mediums;

5, Experience monitoring media and social media channels and compiling analytics reports for internal and external stakeholders;

6, High-level English and Vietnamese comprehension, both spoken and written;

7, Outstanding organisational skills with the ability to plan and prioritise multiple tasks, meet deadlines and maintain excellent attention to detail/accuracy;

8, Experience in not-for-profit organisations, science outreach, or in a role requiring engagement with regulatory bodies and/or community groups, particularly in a range of cultural settings.

6. Other job-related information

- Significant travel to project sites;

- Out of hours work (including evenings, weekends and public holidays) may be required to accommodate periods of increased work and travel;

- There may be peak periods of work during which the taking of leave may be restricted.