

## Communication and Engagement Manager

<b>Effective date:</b>	December 2019
<b>Contract type:</b>	Full-time fixed-term contract
<b>Project duration:</b>	42 months
<b>Employer:</b>	Action on Poverty (AOP) in Vietnam
<b>Location:</b>	Ho Chi Minh City (HCMC)
<b>Reports to:</b>	Project Coordinator

### 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](http://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

The Communication and Engagement Lead (CE Lead) applies high-level marketing and communications expertise to deliver a mass communications campaign that achieves public acceptance for the release of Wolbachia mosquitoes in Thu Dau Mot and My Tho cities, Southern Vietnam. This includes developing and implementing the campaign strategy, recruiting an external agency, and managing internal communications and engagement team.

The CE Lead ensures that the communications and engagement campaign support the successful implementation of the project, is aligned with the WMP's Public Acceptance Model and global brand, and meets required timeframes, budgets, objectives and quality measures.

### 3. Authority

The CE Lead reports to the Project Coordinator and is responsible for reporting on a weekly basis the status of CE activities.



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 manage the implementation of a multi-channel communications and engagement campaign strategy tailored to the local context and aligned with project objectives;
- 2, Recruit and manage an external marketing and communications agency and internal team to deliver a high standard of external communications;
- 3, Provide strategic marketing and communications advices and assist in securing external support for key activities;
- 4, Lead a range of marketing and communications initiatives as part of the campaign, including media and social media, face-to-face and outdoor advertising;
- 5, Build and maintain strong relationships with a range of internal and external stakeholders, including local leaders, media, government and not-for-profit organisations to ensure the effective delivery of WMP's messages into communities;
- 6, Establish and manage a Community Reference Group (CRG) that is context-appropriate;
- 7, Manage the delivery of responses to community and stakeholder inquiries through the implementation of Incident Management System (IMS);
- 8, Guide and train project teams and external providers who interact with communities, to ensure consistency and quality of messages, and alignment with project objectives;
- 9, Manage budget and finance to ensure appropriate and responsible fund distribution;
- 10, Manage procurement for CE related needs;
- 11, Regularly measure and report on CE activities to management, partners, and other relevant stakeholders.

#### **5. Required Qualifications**

##### **Education**

Postgraduate qualifications in marketing, communications or community/stakeholder engagement; or extensive experience and management expertise within communication and engagement field.

##### **Knowledge and Skills**

- 1, Demonstrated experience in developing and implementing large, effective communications campaigns to meet specific outcomes;
- 2, Excellent oral and written communication skills, with high proficiency of English and Vietnamese language;
- 3, Strong track record of managing external marketing and communication agencies and internal teams to deliver effective campaigns;
- 4, Demonstrated success in using market intelligence and contemporary communication channels such as social media and digital marketing;
- 5, Outstanding project management skills, including setting goals, identifying audiences, planning tasks and resources, developing systems and procedures to track progress, and budgeting;

- 6, Proven ability to effectively influence, collaborate and negotiate successful outcomes with a range of stakeholders (both internal and external), in a professional manner;
- 7, Demonstrated use of research, consultation and stakeholder mapping to inform plans;
- 8, Demonstrated success in a not-for-profit, health-related marketing or community engagement roles;
- 9, Experience managing community engagement projects including social research, stakeholder engagement, issues management systems and advisory groups.

#### **6. Other job-related information**

- Significant travel to oversee project sites, potentially for extended periods to immerse with local teams;
- 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.