



Technical Manager – Online Strategies - USAID SHIFT - Vietnam

FHI 360 is a non-profit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. The *United States Agency for International Development (USAID) Sustainable HIV and Tuberculosis Responses from Technical Assistance (SHIFT)* program is a five-year contract managed by FHI 360 in Vietnam to help local stakeholders achieve epidemic control and transition sustainable HIV and tuberculosis (TB) services. The program is currently working with government, community, and private sector partners to enhance outreach and linkage to services through online platforms.

Summary of position

The TM Online Strategies (TM OS) provides strategic guidance, coordination, and technical support for USAID SHIFT project digital health activities. The TM ensures that online interventions effectively reach members of key populations (men who have sex with men and transgender individuals), and support them to conduct online risk assessments and link to HIV testing and care and treatment services. S/he oversees development of online content, innovations, and training curricula; capacity-building for staff within USAID SHIFT and among local partners; and incorporation of emerging best practices. S/he provides onsite supervision and support to partners, and ultimately evaluates online program effectiveness in order to make real-time changes to meet program goals and objectives. The position will be **located in Hanoi, Vietnam**.

Primary duties

- Provides strategic guidance and oversees implementation and monitoring of online health activities including demand generation, risk assessment, appointment reservations, and virtual counseling and case management.
- Supports implementation and monitoring of online marketing efforts including social network outreach, social influencer outreach, and online advertising to help programs maintain contact with beneficiaries and reach new audiences virtually.
- Supports USAID SHIFT and partners to use online surveys and social media mapping approaches to plan online HIV outreach and service delivery.
- Collaborates with USAID SHIFT partners and technical teams to adapt and regularly update context-appropriate materials including messages, campaigns, confidentiality guidelines, etc.
- Collaborates with FHI 360 technical team members to adapt country-specific plans and standard operating procedures (SOPs) for improved online client feedback systems.
- Collaborates with FHI360 technical team members to adapt a communications package for virtual case managers supporting people living with HIV (PLHIV) to initiate and retain on anti-retroviral treatment (ART).
- Manages and develops content and visuals for online social media presence that relates to technical priorities and meeting the need of key populations.
- Supports partners to manage and operate online activities (Facebook Fanpages, Zalo Official account, dating apps, etc.) by providing training/coaching to ensure online activities are appropriately targeted and friendly to key populations.
- Writes relevant reports, publications, web content/blogs, and presentations as needed.

- Represents FHI 360 at meetings and events to present digital health work and share lessons learned.

Qualifications

- Ability to read, write, and communicate easily via social media in Vietnamese
- Experience working with key populations/belongs to a key population group
- Can maintain confidentiality of peer and/or client identities, status, and content; is comfortable handling sensitive personal information
- Self-motivated and possesses strong communication and interpersonal skills
- Creative and proactive with proven experience managing projects
- Ability to work under high pressure with tight deadlines while still meeting high expectations of the project and donor.
- Ability to work non-traditional hours (i.e. provide support to people who conduct online outreach during high-peak internet traffic times)
- Familiarity with Vietnamese health system a plus
- Ability to facilitate learning sessions and present complex/technical concepts with clarity to external audiences

Experience and applied knowledge & skills

- At least 5-8 years of experience in designing and implementing online interventions and or communications programs
- Advanced knowledge of social media platforms in Vietnam, including the experience designing social media posts or producing appealing and creative content
- Experience managing and operating online forums/platforms such as Facebook Fanpage, Zalo, GoogleAds, and Instagram; and/or familiarity with these platforms
- Experience working on key population HIV programs; social and behavior change communication, and/or online client support expertise
- Excellent oral and written communication skills (English and Vietnamese), and organizational and analytical skills
- Demonstrated proficiency using Microsoft Office Suite, developing online content development
- Experience using online booking, and client relationship management software (preferred)
- Ability to analyze and interpret data, identify errors and prepare reports
- Experience defining requirements for software and liaising with software vendors (preferred)

Education

Bachelor's Degree or equivalent in communications, social sciences, health, information science, international development, social work, social sciences or a related field.

We are an equal employer and LGBT members, PLHIV, and persons with disabilities are encouraged to apply for this position.

How to apply

Interested candidates are invited to visit FHI 360's career page at <https://www.fhi360.org/careers> and apply the position ONLINE by **July 8, 2020**. Selection and interview will be performed constantly and interested candidates are encouraged to apply as soon as possible.

Only shortlisted candidates will be contacted for interviews.