



Marketing and Communication Manager

About the role

An exciting opportunity to lead marketing and communication strategies and plans of the dynamic and well-known international NGO, CARE International in Vietnam. The position holder is responsible for a wide range responsibilities, from expanding CARE's visibility to developing social campaigns on digital platforms or supervising marketing plans.

Key responsibilities

- Lead the roll-out of CVN's organisational communication strategy and project communication plans
- Strengthen media and social media engagement through select platforms and networks;
- Lead the development of project-level communications and branding plans, and campaign plans as needed, in line with donor branding, CARE branding and style guidelines;
- Provide technical advice on the implementation and monitoring of social media campaigns through analytics;
- Liaise with staff to ensure documents, stories and case studies are produced in a timely manner;
- Lead the production of marketing and communication products at organisation, programme, and project levels;
- Coordinate journalist visits to project sites to support project communications and visibility, as needed.
- Manage team effectively and create a sense of team spirit by encouraging cooperation and promoting constructive and two ways communication;

Ideally you will have:

- Proven experience in leading and implementing social campaigns or marketing campaigns on digital platforms;
- Proven specialised technical skills and expertise in a full range of communications responsibilities such as copywriting and editing and content production;
- Demonstrated experience growing reach of online platforms, particularly Facebook, Zalo, Twitter, and website;
- Demonstrated leadership, people and time management skills, team work and the ability to work under pressure and uncertainties and to organise and manage workload to meet deadlines;
- Excellent oral and written communication and presentation skills in both Vietnamese and English.

Why you should apply:

- Ongoing professional and personal development
- A dynamic and innovative environment
- Supportive teams
- A comprehensive benefit package

Application Deadline: 5.00 P.M., 20 July 2020.

Base in Hanoi with travel to project locations in Vietnam to work with partners.

Full time 1 year contract, to be renewed upon mutual agreement.

Interested?

Please send your application that includes cover letter explaining briefly your background and experience and why you are an ideal candidate, a CV, and sample work (links or file attachment) in English to email: Jobs@care.org.vn quoting the position title in the subject line of the email.

CARE International in Vietnam is a creative and dynamic organisation which has worked with Vietnamese and international partner organisations since 1989 in over 300 projects. We recognise that the key to achieving equitable development outcomes lies in addressing deeply rooted, structural underlying causes of poverty and injustices which contribute to the exclusion and vulnerability of particular groups in society. Our long term programme goals in Vietnam are that Remote Ethnic Minority Women (REMW) and Socially Marginalised People (SMP) in urban areas equitably benefit from development, are resilient to changing circumstances and have a legitimate voice. To learn more, visit: www.care.org.vn

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities, and people with disabilities are strongly encouraged to apply.

Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment; and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. In addition to pre-employment checks, we will use the recruitment and reference process to ensure potential new staff understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.