

TITLE: Social Behavior Change – Technical Specialist
REPORTS TO: Deputy Chief of Party (DCOP)
LOCATION: Hanoi, Vietnam

FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in Health, Education, Nutrition, Environment, Economic Development, Civil Society, Gender, Youth, Research and Technology– creating a unique mix of capabilities to address today’s interrelated development challenges. FHI 360 serves more than 60 countries, all 50 U.S. states and all U.S. territories.

We are currently seeking qualified candidates for the position of **Social Behavior Change – Technical Specialist** for an anticipated five-year **USAID Vietnam: Counter Wildlife Trafficking (CWT) Activity**. The purpose of the activity is to increase Vietnam leadership in countering wildlife trafficking through enhancing the commitment of Government of Vietnam (GVN) leaders at the national and provincial level and reducing demand and consumption of illegal wildlife products. To achieve its goal USAID has identified the following key objectives: 1) Engage and develop political and local champions to address CWT; 2) Strengthen law enforcement; and 3) Reduce consumer demand.

This position is subject to project award, funding, and USAID approval.

Position Description:

The Social Behavior Change – Technical Specialist will provide technical and scientific leadership in designing, implementing and evaluating the project’s Social and Behavior Change Communication (SBCC) strategy. S/he will support the DCOP as the Objective 3 Lead and oversee a team of SBC officers in providing technical advice based upon expertise and knowledge of evidence- based SBCC methods and strategies, current practice, and established operational and research standards to ensure quality and rigorous design. The SBC Specialist will build SBCC capacity in country-level, government, partners, civil society and project / program staff; assess current SBCC technical, scientific, managerial and operational efficiencies at the program, regional, or global levels as appropriate and provide guidance to ensure that SBCC program implementation adheres to appropriate technical standards and guidelines and that programs are technically sound.

Key Responsibilities:

- Provide technical leadership in the design, development, execution and evaluation of an SBCC strategy, ensuring the project’s activities use a systematic planning process that is evidence-based and reinforced through a coordinated, shared vision among partners, key stakeholders, and the Government of Vietnam to reduce demand for illegal wildlife parts and products
- Lead development and preparation of annual workplans for the demand reduction component of the project
- Oversee planning and implementation of specific SBCC activities

- Lead design and implementation of SBCC activities to build broad stakeholder and civil society support in Vietnam, incorporating GESI components as appropriate, for achievement of project goals and objectives to reduce demand for illegal wildlife products.
- Manage selection, technical guidance and monitoring of external agencies for creative design, production, and research/media monitoring
- Work with the project's M&E Specialist to track whether demand reduction activities are achieving the project's demand reduction indicators
- Oversee planning and implementation of relevant formative and evaluation research studies
- Oversee preparation and quality of required donor reports, quarterly and annual project reports, activity reports, research reports and other related documentation
- Support activities to leverage private sector engagement for demand reduction
- Provide global scientific and thought leadership by staying current of evolving SBCC technical standards, guidelines, and program developments in area of expertise.
- Responsible for sharing new knowledge and best practices in SBCC and contribute to the knowledge base through participation in local, regional and global partner and technical networks, scientific forums and other knowledge-sharing platforms.
- Ensure the quality of implemented technical activities and systems at all levels.

Minimum Requirements:

- Advanced degree in behavior change communication, social marketing, behavioral economics, mass communication or field related to SBCC,
- 8-10 years of relevant experience in management of and technical direction to social marketing, communication or SBCC projects and/or programs preferably in countering wildlife trafficking, conservation, biodiversity, environment or related development areas
- Experience in preparing scopes of work and managing creative, media and research agencies, and consultants
- Experience planning, implementing and monitoring social media-based communication strategies
- Knowledge and experience in planning and conducting consumer and/or evaluation research studies and message/materials pretesting
- Knowledge and experience in planning and managing capacity building programs e.g. developing training modules or tools, planning and managing training activities
- Flexibility and ability to adapt implementation based on data or information from monitoring of activities
- Thought leadership in SBCC and demonstrated experience in advancing the field.
- Strong new business development experience in SBCC
- Experience with working in USAID projects an advantage
- Proficient oral and written communication skills in English and fluency in Vietnamese
- Qualified female candidates and candidates from ethnic minorities, socially excluded and disadvantaged groups are encouraged to apply.

How to Apply:

Interested candidates are invited to apply through the [FHI 360 career site](#) as soon as possible, but no later than March 17, 2021.