

JOB DESCRIPTION

Job title	Program & Communication Officer
Type of contract	Full-time
Contract period	Twelve months contract renewable subject to funding availability
Report to	Senior Finance & Operation Manager and Senior Program Manager
Location	Hanoi, Vietnam with regular travel to project sites

BACKGROUND

Orbis is a non-profit organization based in New York. Orbis that works to prevent and treat blindness through hands-on training, public health education, and improved access to quality eye care, advocacy, and partnerships with local health care organizations. Since 1982, Orbis has been a pioneer in global eye health, and has worked in ninety-two countries. Orbis story began with our Flying Eye Hospital, a fully equipped mobile teaching hospital. We have long-term programs in countries including Bangladesh, China, Ethiopia, India, South Africa, Vietnam, and Zambia – with additional programs in parts of Latin America and the Caribbean.

JOB SUMMARY

The role Program & Communication Officer is to support the SFOM in oversight Orbis's branding, communication, events, promotion, profiling and presence- including for specific programs and events; ensure a strong ongoing profile and presence for Orbis locally, nationally and internationally. This position also is expected to build and maintain strong relationships with stakeholders and contributes to Orbis's short, medium and long-term growth and development by promoting Orbis's works, profiles externally and internally.

Co-supervised by Senior Program Manager, this position is support for program team in administrative works, logistics, project planning and implementation... to ensure for the smooth and effective management of Orbis's programs in Vietnam.

KEY AREAS OF RESPONSIBILITY

Communication, Branding and Event Management (70%)

Communication & Branding

- Assist CD & SFOM and liaison with Orbis's HQ to develop, update Country's communication & branding strategy. Monitor the implementation of the strategy at country and project levels.
- Build 'world-class' communication approaches, systems and tools to connect internal audiences.
- Assist CD & SFOM in conducting analysis, stakeholder consultations to develop strategic plan that guides Orbis program activities in terms of Branding and Communication areas.
- Give comments on Orbis communication, branding and communication strategy
- Develop and implement a comprehensive branding marketing plan that generally building the Orbis's brand, and enhancing its profile, presence, and reputation locally, nationally and internationally.

- Develop and maintain effective relationships with existing and potential stakeholders, media, donors, partners, sponsors and representatives of other external agencies.
- Develop, provide guidelines and monitor implementation of Orbis's branding policy, procedure and methodology of working with mass media and public.
- Ensure adherence to global brand guidelines in the country, in close collaboration with the Chief, Global Communications & Marketing
- Participate in global communications conference calls to share updates with OI and other offices' communications teams.

Media

- Maintain close relations with the local and international media, and provide journalists with information and stories, including features and press statements released by Orbis
- Organize and monitor media and public relations, press releases, interview key staff and stakeholders, organize field trips to project sites for reporters when necessary.
- Initiate, propose and implement cooperation program with PR, national TVs.
- Work with media agencies to develop filming, video, news on Orbis's works in Vietnam. Ensure the content and quality of final products.
- Manager Orbis's social media platform (Facebook, Youtube) and website with regular updates, highlights on program works, events and ensure targets of audience reached

Publication

- Develop and execute PR communications programs and projects across the entirety programs of Orbis.
- Develop and maintain communication material in collaboration with the team to obtain program objectives as well as brand goals.
- Develop or advise on the content for information brochures; review and edit drafts of important correspondence, reports, and brochures for mass distribution
- Compile, write, and edit stories for program reports and coordinate its production and distribution to the donors, and Orbis's communication material.
- Establish a library (electronic or hard publication), of images, video and communication materials about the organization and projects/program/brands in collaboration with the global marketing and communications department.
- Ensure all communications are consistent with Orbis's international brand guidelines and policies.
- Work with the program staff to manage the drafting of articles and reports on the status of major initiatives for distribution to partners, prospects, the general public, volunteer support groups, and special interest groups.
- Support and build the capacity of Program teams in developing high impact stories and materials for new proposals.
- Develop a range of communication products for marketing corporate sponsorships
- Develop and coordinate stewardship events as appropriate, work with program team to build stewardship messaging into events
- Manage events, public meetings, and other events as part of the program activities in country and for Orbis Flying Eye Hospital programs in Vietnam

Program Support and Coordination (30%)

- Support program team in planning process and day to day execution of Orbis's project in Vietnam
- Provide logistic supports for program travelling program visits in close coordination with operations team
- Administrative coordination for program meetings, trainings, workshop...
- Support SPM in collecting data & report from project partners for program reports, research and analysis
- Logistic and administrative support for Orbis's Flying Eye Hospital programs in Vietnam under the supervision of SFOM and SPM
- Other works assigned by line managers as needed

REQUIRED EXPERIENCE

Education:

- Educated to degree level in a relevant field (e.g. Communication, Journalism, International Development; Politics, International Relations; Fundraising, or any related field). Master's degree in a relevant field is desirable.

Experience:

- A minimum of 5 years of experience of communications with a focus on major stakeholders, government relations, sustainability, brand PR and internal communications.
- Experience in coordinating communications across multiple groups and the ability to grasp the breadth of divisions in a regulated marketing environment.
- Experience in proactive positive news/story seeding.
- Experience in social responsibility news creation and story seeding/coverage placement.
- Experience in ecological crisis story management and response.
- Experience in project planning and implementation in INGO/development sector
- Extensive contacts with and an expert understanding of, the Vietnam media community and how it operates/interacts with global media providers, with particular experience in creating and pitching stories successfully to those media contacts.
- Development of direct relationships with media contacts for the purpose of increasing positive earned coverage.
- Strong and consistent personal ethics and a high sense of integrity.
- Influential communication with the ability to impact and motivate external and internal stakeholders.
- Expected to work longer hours from time-to-time as business demands may require
- Ability to travel up to 50%.

Language and communication:

- Excellent language skills in English and Vietnamese including the ability to compose, edit, analyses and report using complex information.

COMPETENCIES

- Extensive knowledge of the principles, practices and techniques of branding communication.
- Good knowledge of public health issues and health care system.
- Good planning and coordination skills
- Good interpersonal skills and the ability to build, promote and maintain cooperation solid relationships with internal and external partners
- Proven networking skills including wide network of government officials, NGOs, and academia, media
- Excellent communications (oral & written English), presentation, interpersonal, influencing and negotiating skills for engaging with a wide variety of contacts.
- The ability to translate complex technical language and ideas into language easily comprehensible to non-specialists.
- Excellent organizational and co-ordination skills
- Ability to work effectively as a team member with a wide range of individuals, possibly across cultures and time zones.
- Be able to work co-operatively within diverse teams, work groups and across the organization to achieve group and organizational goals.
- Be able and willing to align one's own behavior with the needs, priorities and goals of the organization, including acting in accordance with organizational decisions and behaving with integrity.
- Sensitive and responsive to gender, ethnicity, disability and other core Orbis values.

Interested candidates should submit: A letter of interest; CV; and Supporting documents (as appropriate).

To: Orbis International - Vietnam Office

Address: R.201-202 B3, Van Phuc Diplomatic Compound - 298 Kim Ma, Ba Dinh, Hanoi

Email: admin.vietnam@orbis.org; anh.buivan@orbis.org and cc ngoc.pham@orbis.org

Email subject: Application for the position of Program and Communication Officer

The deadline for submitting the application will be **June 12, 2022**

Only short-listed candidate will be contacted