

# JOB DESCRIPTION

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## ACTION ON POVERTY IN VIETNAM

### Senior Communications and Marketing Officer

**Effective date:** November 2023  
**Contract type:** Full-time, regular contract  
**Location:** Hanoi office with travels to project areas  
**Reports to:** Asia Regional Director

## 1. WORK CONTEXT

Action on Poverty (AOP), previously known as the Australian Foundation for the Peoples of Asia and the Pacific (AFAP), is an independent, secular, fully accredited Australian non-profit organisation. AOP empowers local changemakers to break the cycle of entrenched poverty in some of the poorest communities in Africa, Asia and the Pacific. From teaching an Ethiopian family to grow their own food to sending Cambodian girls to school, we target communities with their own vision for change, and help them make the largest impact possible.

We have worked in Vietnam since 1989 and proudly registered as the first Australian NGO in the country in 1996. Our programs focus on health improvement, income generation, good governance, social monitoring, food security and climate resilience enhancement. By partnering with a broad range of stakeholders, including governmental authorities, CSOs and local communities, AOP has supported thousands of vulnerable and disadvantaged people living across 20 provinces in Vietnam.

## 2. JOB PURPOSE

The purpose of this position is to:

- develop and implement AOP in Vietnam's Communications and Marketing Strategy;
- lead communications and community engagement work for program and projects;
- support communications functions for AOP's regional activities;
- support the implementation of AOP's global Communications, Fundraising and Marketing Strategy.

The position will work closely with the Regional Director and the Vietnam Products & Services team. The incumbent will have the opportunity and responsibilities to implement a wide range of activities to build the profile of AOP in Vietnam and to engage communities in life-changing development projects through media relations, publications, social media, digital marketing and brand management.

The position also supports communications/fundraising functions for AOP's regional activities in Asia and works closely with the Communications and Fundraising team in Sydney to support its global functions.

### 3. AUTHORITY

The position has autonomy to make decisions related to all assigned activities under the delegations of authority

The position will report to the Asia Regional Director. This position will also work closely with the Program team to ensure communications and community engagement activities are implemented effectively and to a high standard.

### 4. KEY WORK RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> <li>▪ Regional Director</li> <li>▪ Communications, Marketing and Fundraising Manager (based in Sydney, Australia)</li> <li>▪ Products and Services team of AOP in Vietnam</li> <li>▪ WMP Communications and Community Engagement team</li> <li>▪ Communications and Fundraising Interns/Volunteers</li> <li>▪ Other staff of AOP in Vietnam and Sydney</li> </ul>	<ul style="list-style-type: none"> <li>▪ Media</li> <li>▪ Communities and beneficiaries</li> <li>▪ AOP's partners and networks in Vietnam and Asia</li> <li>▪ International and Vietnamese NGOs</li> <li>▪ Government officials</li> <li>▪ Institutions/universities</li> <li>▪ Donors</li> </ul>

### 5. MAIN AREAS OF RESPONSIBILITY

Key Responsibilities	Specific Tasks
<b>1. Strategy Development and Implementation</b>	<ul style="list-style-type: none"> <li>▪ Develop AOP in Vietnam's communications and marketing strategy;</li> <li>▪ Manage the implementation of the strategy, ensure OKRs are met on time and within budget, and provide feedback to senior management on progress;</li> <li>▪ Evaluate success of the strategy and develop new strategy for the next strategic cycle;</li> <li>▪ Support staff and partners to promote and comply with AOP and donors' branding;</li> <li>▪ Provide training to staff and partners on effective communications and marketing.</li> </ul>
<b>2. Communications and Marketing</b>	<ul style="list-style-type: none"> <li>▪ Manage all communications channels of AOP in Vietnam, develop and implement master communications plan in accordance with the timeline of project implementation and reporting, and key project events;</li> <li>▪ Act as a liaison with program staff and project partners to collect and exchange information to develop</li> </ul>

communications products effectively and in line with program plans;

- Provide technical assistance to Products and Services team on delivering effective communications and marketing for AOP in Vietnam's development products and services;
- Initiate, develop and produce promotional and marketing assets including flyers, brochures, posters, videos, newsletters, press releases, etc;
- Manage AOP in Vietnam's branding; coordinate production of all branded material; ensure all materials adhere to Brand Guidelines and donors' requirements;
- Manage media including positive promotional coverage and issues management;
- Contribute to advocacy and public awareness events/campaigns;
- Provide marketing and communications guidance and support to project partners including marketing of local products and services;
- Support direct marketing and fundraising campaigns for the global office, including direct mail, email, social media, digital marketing, and donor care.

### **3. Others**

- Participate in product branding development
- Contribute to the development of project proposals;
- Manage communications/fundraising volunteers and interns;
- Participate in management meetings affecting communications and marketing;
- Coordinate and organise events;
- Other tasks as deemed necessary and appropriate.

## 6. REQUIRED QUALIFICATIONS

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<b>Education</b>	<ul style="list-style-type: none"><li>▪ Relevant Degree and/or equivalent professional qualification, preferably in communications, journalism or marketing;</li><li>▪ Master's degree or additional professional training in communications and community engagement is an advantage.</li></ul>
<b>Work experience</b>	<ul style="list-style-type: none"><li>▪ At least 5 years of experience in communications, fundraising or marketing;</li><li>▪ Practical work experience with INGOs is preferable.</li></ul>
<b>Knowledge and skills</b>	<ul style="list-style-type: none"><li>▪ In-depth knowledge and understanding of communications channels; knowledge of relevant technology application and systems necessary for communications purposes;</li><li>▪ Experience in planning and leading effective communications campaigns;</li><li>▪ Experience in community organisation and engagement;</li><li>▪ Experience in media liaison, with a good network of media contacts in Vietnam;</li><li>▪ Excellent interpersonal skills; excellent communicator both orally and written; excellent public speaking skills;</li><li>▪ Excellent relationship skills; ability to manage and nurture relationships both internally and externally;</li><li>▪ Ability to work effectively within a team and to supervise/coach staff;</li><li>▪ Exceptional writing skills and a passion for good writing;</li><li>▪ Willingness to travel to project areas on a regular basis;</li><li>▪ Good computer skills (Microsoft Word, Excel, PowerPoint, internet) and publishing software skills.</li></ul>
<b>Languages</b>	<ul style="list-style-type: none"><li>▪ Proficiency in English and Vietnamese, both spoken and written.</li></ul>
<b>Attitude</b>	<ul style="list-style-type: none"><li>▪ Independent, friendly and helpful</li><li>▪ Attentive to details</li><li>▪ Sensitive to audience</li></ul>
<b>Adherence to</b>	<ul style="list-style-type: none"><li>▪ Poverty and injustice eradication</li><li>▪ Gender equality</li><li>▪ Child protection</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>▪ Graphic design skills</li><li>▪ Photography skills</li></ul>

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## 7. HOW TO APPLY

Interested candidates are invited to submit their CV and cover letter in English with the subject line of **“Comms & Marketing Officer Application – Your name”** to [recruitment@actiononpoverty.org.vn](mailto:recruitment@actiononpoverty.org.vn) by/before **30 November 2023**. While we appreciate all responses, only shortlisted candidates will be contacted.

AOP in Vietnam is an equal opportunity employer and a child-safe organization. AOP does not discriminate on grounds of ethnic origin, race, religious beliefs, age, disability, gender or sexual orientation. All employees, volunteers and interns are required to comply with AOP Policies. The successful candidate will be subject to reference checks, a police check, and a working with children check.