

TITLE: Campaigns, Communications and Media (CCM) Manager	
TEAM/PROGRAMME: SPQI	LOCATION: Hanoi, Vietnam
GRADE: NAT 2	CONTRACT LENGTH: 1 year (extension is possible, depends on mutual agreement)
<p>CHILD SAFEGUARDING Level 2: <i>either</i> the post holder will have access to personal data about children and/or young people as part of their work; <i>or</i> the post holder will be working in a ‘regulated’ position (accountant, barrister, solicitor, legal executive); therefore, a police check will be required (at ‘standard’ level in the UK or equivalent in other countries).</p>	
<p>ROLE PURPOSE The CCM Manager will lead Save the Children’s Campaigning, Communication, and Media efforts to deliver its strategic goals in Vietnam. This role focuses on amplifying children’s voices, increasing the organization’s visibility, and influencing policies through impactful campaigns, strategic communications, and proactive media engagement. Reporting to the Strategy, Program Quality, and Impact Director, the Manager will develop and implement national CCM strategies, strengthen Save the Children’s brand, and build partnerships with stakeholders to advocate for children’s rights. S/he will lead and inspire the CCM team, fostering innovation, learning, and high performance to drive lasting change for children</p>	
<p>SCOPE OF ROLE Reports to: SQPI Director Direct reports: Communication & Media Officer and Communication & Marketing Officer. Budget Responsibilities: Financial approval for CCM work if relevant and required Role Dimensions: (e.g., <i>complexity, relationships, communication with stakeholders</i>)</p> <ul style="list-style-type: none"> • Strategic oversight, technical expertise, management of key direct reports with focus on Campaign, Communication and Media • Work within Development and Humanitarian context and child rights programming • Represent country office externally, external networking, 360° engagement with all teams in country office and, regional and global team as relevant. • Work with other technical counterparts in other organisation, donors, media agencies... and engage with internal communities of practice. 	
<p>KEY AREAS OF ACCOUNTABILITY Strategy and Planning</p> <ul style="list-style-type: none"> • Lead CCM functions to deliver related objectives and indicators of Country Strategic Plan; Responsible to provide technical leadership on CCM for the Country Office and support SPQI Director to set the strategic approach in relation to the wider country strategy; • Lead the development, consultations planning and implementation of the Country CCM plan with prioritized working areas and NBD focus. • Closely work with Technical Advisors for strengthen and leverage advocacy aspect of thematic areas to feature SCiV as technical partner of choice. • Strengthen Save the Children Vietnam’s representation and positioning for influencing and public mobilization. <p>Media and Communications</p> <ul style="list-style-type: none"> • Overall manage the communications and media works of Save the Children in Vietnam 	

- Enhance branding, visibility of Save the Children's positioning as a technical partner of choice and trusted data source via social media platforms, and to support campaign as well as diversify and mobilize resources
- Be responsible and ensure technical accuracy, legal sensitivity of communications and media works as per relevant SCI procedures and protocols, and in line with Vietnamese laws.
- Lead the production of accurate, clear, and consistent information and communications outputs that highlight children's situation and Save the Children's work in Vietnam.
- Lead the production of visually appealing and brand-aligned external marketing materials for all sectors and programs, including for fundraising purposes.
- Responsible for management of websites and social media of Vietnam Office and all related project sites.
- Lead the approval obtainment of publishing materials and ensure the personal data protection as per relevant SCI procedures and protocols, and in line with Vietnamese laws.
- Lead the media engagement and mainstreaming to raise Save the Children's public profile and spread messages from Save the Children that can help communicate relevant messages and gain acceptance from the general public, partners, and beneficiaries
- Be responsible and ensure the quality of media engagement materials, including media packs, press releases, and information sheets
- Be responsible for social media maintenance and ensure the increased reach with interactive approaches and timely, attractive news.
- Capacity building for staff on communications, media, approaches, tools and requirements.

Campaigning Execution

- Provide leadership to CCM team to drive impactful campaigns for programmatic integration through active engagement of the supporters and stakeholders including public.
- Lead the consultations with related stakeholders to design and coordinate for the implementation of campaigning activities at national/central level, including the implementation of Generation Hope both offline and online platforms.
- Coordinate with Project Managers in planning, implementation and monitoring of CCM detailed implementation plan.
- Coordinate with Project Managers and be responsible for planning, monitoring, evaluation, and reporting on campaign initiatives.
- Work with Project Managers to plan and utilize campaigns budgets. Ensure cascade of monitoring and measurement mechanisms for campaigning with strong integration of evaluation and learning mechanisms and tools.
- Support Country Office risk assessments for the Campaigning, Communication and Media activities and objectives encompassing both development and humanitarian.
- Be responsible for planning, implementation, monitoring, reporting, reviewing of related KPIs.

People Management

- Ensure appropriate CCM structure across the CO ensuring appropriate gender and diversity
- Make sure that all staff understand their responsibilities and have clearly defined performance objectives including plans and activities to develop their professional capacities.
- Encourage a team culture of learning, creativity, and innovation

Country Office Leadership and Representation

- Represent CCM during management team meetings, regional and global meetings
- Represent Save the Children at appropriate country-level working groups.

- Support the Country Director, SPQI Director and other relevant Country Office staff in high-level communication work towards relevant authorities, key UN actors and Agencies, Donors and other NGOs, as well as media, if necessary.
- In alignment with Country Office strategy and leadership, engage in strategic positioning with donors, partners and government in-country, and ensure that Save the Children is a Partner of Choice on Child Rights.

Child Safeguarding Responsibility

- Uphold and adhere to child safeguarding principles and procedures as well as Code of Conduct at personal and professional level to create a child-safe workplace.

BEHAVIOURS (Values in Practice)

Accountability:

- holds self accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values
- holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

Ambition:

- sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same
- widely shares their personal vision for Save the Children, engages and motivates others
- future orientated, thinks strategically and on a global scale.

Collaboration:

- builds and maintains effective relationships, with their team, colleagues, Members and external partners and supporters
- values diversity, sees it as a source of competitive strength
- approachable, good listener, easy to talk to.

Creativity:

- develops and encourages new and innovative solutions
- willing to take disciplined risks.

Integrity:

- honest, encourages openness and transparency; demonstrates highest levels of integrity

QUALIFICATIONS

- Master's Degree, preferably in communication, arts, fine arts, marketing, public relations from reputed University
- At least 5-year experience in advertising, communications, social media, media management, marketing, public relations, or related field.

EXPERIENCE AND SKILLS

- Have experience in similar role in a large I/NGO, UN or corporate entity (5-7 years of experiences)
- Demonstrated experience in leading public campaign design and understanding various types of communication and branding materials for diverse audience (internal/external)

<ul style="list-style-type: none"> • Deep understanding of socio-economic-cultural-environmental-governance-policy landscape, preferably for both development and humanitarian context • Ability to build and maintain relationship with government and other key stakeholders • Strong interpersonal, influencing and negotiation skills • Excellent ability to analyse, interpret and present complex data for diverse stakeholders • Agility to manage own team and engage with teams at regional and global level • Excellence in written and spoken communication skills both in English and Vietnamese, including demonstrated ability to respond to media professionally 	
Additional job responsibilities The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience.	
Equal Opportunities The role holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures.	
Child Safeguarding: We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse.	
Safeguarding our Staff: The post holder is required to carry out the duties in accordance with the SCI anti-harassment policy	
Health and Safety The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures.	
JD written by: Le Thi Thuy Duong	Date: 22 Dec 2024
JD agreed by:	Date:
Updated By:	Date:
Evaluated:	Date: