



## Job Description

<b>Job title</b>	Sr. Communication & Fundraising Officer	<b>Office</b>	Hanoi, Vietnam
<b>Type of employment</b>	Fixed Contract	<b>Department</b>	Communication & Fundraising
<b>Gross salary</b>	VND 23,590,000 – 28,308,000 gross/month	<b>Reports to</b>	Country Director

### Background:

Aide et Action (AEA) International will soon officially become Action Education (AE) International. AEA (AE) is an international non-governmental organisation working in more than 19 countries across Africa, Europe, South Asia, and Southeast Asia to support the development of sustainable education projects. We believe in the universal right to a quality education and for 40 years, have based our interventions around this ethos.

**Our vision:** Changing the world through education.

**Our Mission:** AEA (AE) ensures access to quality education for the most vulnerable and marginalized populations, especially children, so they can take charge of their own development and contribute to a more peaceful and sustainable world. AEA (AE)'s staff operate in the spirit of shared decision-making which demands teamwork, transparency, mutual respect, integrity, personal initiative, creativity, and professional discretion.

Our projects in Southeast Asia started in 2001 with local partners and government agencies in Cambodia, Vietnam, and Lao PDR to enhance the quality of education as well as to facilitate the access to quality education.

### Position Overview

Senior Communication and Fundraising Officer will create content, tell stories, build audiences and create media pieces that ensure AEA's staff, donors, volunteers feel connected with AEA Vietnam's work. He/she will strive to achieve the regional and international objectives by working closely with colleagues across the organization.

### CORE ACCOUNTABILITIES

#### Typical functions may include:

#### ❖ **Communication & Media Engagement:**

- Implementing communications strategies & work-plans, campaigns, events and other initiatives in support of in-country, regional and international communication objectives.
- Researching, preparing fact-checking, editing, and producing professional media and communications materials for various audiences and ensuring their timely dissemination.
- Working closely with in-country programmes staff and regional Communication Manager and on communications initiatives and messaging.
- Developing news-worthy messages and disseminating to regional Communication Manager.

- Regularly creating high quality media and multimedia content for dissemination in country and regionally.
- Acting as brand guardian for AEA and making sure communication and messaging is consistent and of high quality.
- Undertaking and organizing missions and field trips in order to collect content for communication purposes including interviewing beneficiaries, photography and videography.
- Maintaining through year-round professional interaction strong media relations for AEA, ensuring that media (and other important external stakeholders, such as governments, embassies, NGOs etc.) has strong awareness of the issue AEA tackles and are briefed regularly on upcoming initiatives and other issues of importance to AEA.
- Preparing press releases, fact sheets, social media outputs, etc. for all issues under area of responsibility.
- Maintaining up to date specialist knowledge of matters pertaining to the country and issues under area of responsibility.
- Maintaining an up-to-date database of journalists and media organizations
- Ensuring AEA visibility, reputation, and positioning as the leading authority on ECCE and quality education matters is maintained at country level through effective media relations.
- Understanding of challenges faced by field operations, problems of implementing programmes and constraints of negotiating with local authorities and persons of concern.

#### ❖ **Fundraising Responsibilities:**

##### ➤ **Strategic Contribution:**

- Collaborating with the Country Director (CD) and Head of Programmes (HoP) to develop and implement a comprehensive fundraising strategy aligned with AEA's mission and strategic goals.
- Researching and analyzing funding and sector trends to identify new revenue opportunities and ensure the organization's long-term financial sustainability.
- Building a strong understanding of donor priorities and aligning AEA's projects to meet their interests effectively.

##### ➤ **Revenue Generation:**

- Implementing AEA's fundraising programs to maximize revenue opportunities, including individual giving, corporate partnerships, and institutional funding.
- Writing high-quality grant proposals, donor reports, and concept notes to secure funding from diverse sources.
- Organizing fundraising campaigns and events to increase public engagement and financial support.

##### ➤ **Relationship Management:**

- Cultivating and maintaining relationships with current and prospective donors, including

individuals, corporations, and foundations.

- Supporting CD and HoP in meetings with donors, partners, and stakeholders to promote the organization's mission and programs.

#### **Required skills:**

- Fluency in Vietnamese.
- Excellent communication skills, including social media and multimedia skills, plus strong interpersonal skills.
- Excellent command of English, knowledge of French is an asset.
- Graphic design skills.
- Excellent computer skills including comprehensive knowledge of Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro, Indesign etc.).
- Experience of working with multimedia tools (photography, video and social media).
- Excellent writing skills including writing for media (e.g., press releases).

#### **Values and Behavior**

Actively demonstrates the organizational values:

- Freedom:** We respect people's rights  
**Respect:** We value differences  
**Solidarity:** We are stronger together  
**Equity:** We treat people equally  
**Integrity:** We stand up what is right

#### **CRITERIA**

##### **Qualification**

Bachelor's degree in communication/journalism/media/marketing or other relevant field of study.

##### **Experience**

- At least 5 years of professional experience in a communication/marketing role.
- Proven track record of achieving engaging content.
- Ability to handle multiple priorities, tight deadlines and take initiative.

##### **Core Competency**

- **Working with People:** Shows respect for the views and contributions of other team members; shows empathy; listens, supports and cares for others; consults others and shares information and expertise with them; builds team spirit and reconciles conflict; adapts to the team and fits in well.
- **Drive for Results:** Sets high standards for quality of work; monitors and maintains quality of work; works in a methodical and orderly way; consistently achieves project goals; focuses on the needs and satisfaction of internal and external stakeholders; accepts and tackles demanding goals with enthusiasm.

- **Child Protection:** Applies with the highest standards to ensure the safeguarding of children in accordance with our Child Protection Policy.

## **AEA VISION AND VALUES**

### ● **Vision**

A world where each person's dignity is assured through education which is central to human development.

### ● **Values**

Our actions are guided by the values of freedom, respect, solidarity, equity, and integrity.

**DUTY STATION:** 2F, VNCC Building, 243 De La Thanh Street, Dong Da district, Ha Noi

**STARTING DATE:** as soon as possible

**HOW TO APPLY:** The interested candidates who meet the qualifications are invited to send their CV and a cover letter with 03 (three) reference to the following address: [hr.vietnam@action-education.org](mailto:hr.vietnam@action-education.org) with the subject title [**AEA-Senior Comm & Fundraising Officer- Full name**]

Application Deadline: **19<sup>th</sup> February 2025** (The recruitment process may end sooner if we find the suitable candidate to fill this position).

Note: This position for Vietnamese national only. Only shortlisted candidates will be contacted for further information and discussion.