



## **TERMS OF REFERENCE – Learning and Communication Officer**

Work location: Ha Noi, with travel to provinces

Contract: Full-time, 1 year with the possibility of extension.

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### **SUMMARY OF THE PROJECT**

The SMEs Promote Resilience, Inclusion and Innovative Transformation (SPRINT) Program is a flagship initiative of Global Affairs Canada and will be implemented by Cowater International Inc. in the province of Yen Bai in northern Vietnam.

The Program aims to improve the socio-economic well-being of ethnic minority women (EMW) working in the agricultural sector by elevating their economic status, leadership and agency including through the promotion of clean growth. The program will implement a series of interventions designed to strengthen the performance of EMW-led MSMEs, cooperatives and producer groups in select value chains. The primary beneficiaries are women living in the province of Yen Bai, while an overarching emphasis is placed on the inclusion of women from ethnic minority communities.

The Program is scheduled to run for a duration of 6 years from 2023 till 2029. It will respond to critical skills and knowledge gaps and incentivize the innovation and adoption of Renewable Energy (RE) and Energy Efficient (EE) solutions among EMW led businesses.

### **SUMMARY OF THE POSITION**

Under the overall management of the National Team Leader, line supervisor of Project Coordinator, and Gender Equality, Women's Economic Empowerment (GEWEE), the position of Learning and Communication Officer will lead and provide technical support to the team in ensuring the development and implementation of communication and learning plans, closely following the identified goal and objectives of the project. In consultation with the Project Coordinator & GEWEE, to ensure communication and learning contents, products, and activities are consistent, with gender lens and women's economic empowerment focused. The position holder will also extend support to the team in the implementation of the activities designed in the Project Document, and in the approved annual work plans.

### **PRINCIPAL RESPONSIBILITIES**

Work closely with Project Coordinator & GEWEE to carry out communication and learning activities within the framework of the SPRINT project including the SPRINT Communication Action Plan, ensuring the promotion of gender equality, women's economic empowerment, and social inclusion, specifically as follows:

#### **1. Learning and Knowledge management**

- Collaborate closely with the Project Coordinator, GEWEE, and other technical specialists to facilitate the development and implementation of communication products and dissemination plans, with a particular focus on promoting GEWEE throughout project activities, under approved plans.
- Support the development and design of training materials and technical documents for thematic training sessions, capacity building, dissemination, and advocacy activities.
- With the technical support of project staff, collaboration with MERL specialist lead and facilitate learning events, knowledge-sharing sessions, and experience exchange activities among relevant parties and stakeholders of the project, to enhance the visibility of the Cowater and Project.

#### **2. Communication:**

##### Planning, developing, and disseminating communication products.

- Develop and implement comprehensive communication activities/plans for the project, ensuring alignment with the goals and objectives outlined in the approved project documents, the action plan for eliminating barriers to the participation and leadership of EMW in the agricultural sector, and the annually approved project plans.
- Lead/Oversee the creation of scripts, film/video clips, photography, press releases, and news reports for the project's offline and online events, ensuring timely and accurate dissemination of information.
- Manage all publications from the project office in Vietnam, and at the headquarter office (as required), enhancing and maintaining the organization's image through various publicity



materials such as brochures, flyers, books, videos, films, presentations, project materials, and others.

- Write, edit, and distribute a wide range of content, including electronic documents and articles about the project, published on the project's media channels or those of project partners; and the project's communication products in the form of presentations, electronic files, or printed materials, and other communications that effectively convey the project's message to the public.

#### Establishing and operating communication channels

- Responsible for establishing and operating the project's communication channels, in close coordination with the project's local partners. Accordingly, the communication channels need to be diverse and closely follow the developed project's communication plan;
- Responsible for building the communication partnerships identified in the project's communication plan.
- Responsible for maintaining, operating, and enhancing the communication proficiencies on the communication channels established by the project, or the identified partner communication channels, ensuring effectiveness, wide reach, and compliance with the current communication and information regulations of the Vietnamese government and the sponsor.
- Participate, supervise, and support project communication activities (if any) carried out by involving partners and stakeholders, to ensure communication activities are carried out on time, following target audiences and project expected results.

#### Public relations and assisting project implementation and information management

- Develop and maintain working relationships with journalists in multiple types of media outlets and explore suitable media channels, consult with Project Coordinator & GEWEE, National Team Leader and project staff and implement public relations activities (TV, newspaper...);
- Maintain the office management information system, including mailing lists, database of addresses, and publicity materials, in the project office.
- Facilitate good communication among project office and counterparts, including creating and maintaining group mail for the project.

#### Reporting

- Assist the Project Coordinator & GEWEE and Team Leader in writing and completing reports as required by the sponsor and Yen Bai province, particularly regarding content related to communication and learning events, and knowledge sharing within the framework of the project.

#### Other tasks

- Assist in translating project documents and materials, or during working sessions/meetings with project partners/stakeholders, as requested by the team leader.
- Participate in supporting other activities of the organization as requested by the Project Coordinator & GEWEE and Team Leader and National Team Leader.
- Ready for field trips as requested by the National Team Leader.

### **QUALIFICATIONS AND REQUIREMENTS**

- A university degree is required, preferably in communication, press or a development-oriented subject.
- Preferably higher study completed at master's degree from English speaking countries.
- Excellent communication skills including oral, written in Vietnamese and English, and digital-based art designed and video clips making skills.
- Outgoing, expressive, excellent relational skills.
- Fluent in English speaking and writing, listening and reading.
- Careful, accurate, honest, enthusiastic and willing to learn.
- Organized, able to work according to deadlines and instructions.
- Motivated, creative and able to work independently.
- Strong at using creative tools, software for video and communication product design.
- Demonstrated ability to work well in team situations, sensitive to others, and able to provide support and positive timely contributions to organization activities as needed.
- Minimum 4 to 5 years related experience required. Experience with an NGO or development organization preferred.



**APPLICATION PROCESS**

Candidates are encouraged to apply no later than **17.00, March 5<sup>th</sup>, 2025**. We thank all applicants, however, only the shortlist will be contacted.

Interested candidates are invited to send an application to [recruitment@sprint-vietnam.com](mailto:recruitment@sprint-vietnam.com) . Please indicate in the subject **“SPRINT – Learning & Communication Officer – Fullname”**

**Applications must include:**

- A cover letter responding to the selection criteria.
- A Curriculum Vitae.
- Contact details of three referees.

**Cowater is an equal-opportunity employer. Women, people with a disability, and people from minority groups are strongly encouraged to apply. We thank you for your interest in building a better tomorrow with Cowater International.**

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