



Job Description

Job title	Business Development Officer	Office	Hanoi, Vietnam
Type of employment	Fixed Contract	Department	Communication & Fundraising
Gross salary	VND 23,590,000 – 28,308,000 gross/month	Reports to	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

The Business Development Officer will play a key role in driving fundraising initiatives, enhancing marketing efforts, and developing compelling communication content to support AEA's mission. The ideal candidate will be responsible for identifying funding opportunities, cultivating relationships with donors and partners, and crafting impactful messages to raise awareness and support for AEA's programs.

CORE ACCOUNTABILITIES

Typical functions may include:

❖ Fundraising and Partnership Development:

□ Strategic Contribution:

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

❖ **Marketing & Branding:**

- Developing and implementing marketing strategies to increase AEA's visibility and donor engagement.
- Managing social media platforms, website content, and digital marketing campaigns.
- Designing promotional materials, newsletters, and other marketing collateral.
- Organizing and coordinating events, campaigns, and public engagement activities.

❖ **Communication & Media Engagement:**

- Implementing communications strategies & work-plans, campaigns, events and other initiatives in support of in-country, regional and international communication objectives.
- Working closely with in-country programmes staff and the international Communication Department on communications initiatives and messaging.
- Managing media engagement and external communications to strengthen AE's public presence.

REQUIRED SKILLS & QUALIFICATIONS

Education:

Bachelor's degree in Business Administration, Marketing, Communications, International Development, or a related field.

Experience:

- At least 5 years of professional experience in a communication/marketing role.
- Minimum of 3-5 years of experience in fundraising, marketing, or business development, preferably in the non-profit sector.
- Proven track record of achieving engaging content.

- Ability to handle multiple priorities, tight deadlines and take initiative.
- Strong understanding of donor landscape, grant writing, and proposal development.

Skills:

- Ability to work independently and collaboratively in a dynamic environment.
- Strong networking and relationship-building skills.
- Fluency in Vietnamese.
- Excellent command of English, knowledge of French is an asset.
- Excellent communication skills, including social media and multimedia skills, plus strong interpersonal skills.
- 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 for what is right

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.

AEAI 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 with the subject title [**AEA-BD Officer- Full name**]

Application Deadline: **22nd May 2025** (The recruitment process may end sooner if we find the suitable candidate to fill this position).

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