

JOB DESCRIPTION

Position title: Plastic Communications and Campaign Manager, WWF-Vietnam

Directly reports to: Plastic Program Director, WWF-Vietnam

Technically report to: Communications and Campaign Manager, WWF-Vietnam

Supervises: TV campaign project team, Corporates plastic projects, plastic communication & campaign team, Consultants

Validity: ASAP

Location: Hanoi/Ho chi minh

I. Background

WWF was one of the first International non-government organizations working in Vietnam. In 1985, WWF began working on a national conservation strategy and since then has worked closely with the Vietnamese Government on a diverse range of environment issues and implemented field activities across the country. Find out more at <http://vietnam.panda.org/>. WWF recognizes that its employees are its most important asset. A competent workforce, thoroughly trained, properly motivated, and bound together by mutual trust and common objectives is crucial to the success of WWF.

Vietnam is one of the top five countries globally contributing to ocean plastics. The root causes underpinning the alarming volumes of plastic debris currently entering the Pacific Ocean is directly related to consumption and production patterns in Vietnam, in particular sorting, collection and treatment capacities, as well as attitudes and behaviours concerning waste, recycling and littering.

WWF-Vietnam has been working actively to develop its Plastic program with an aim to contribute to reducing plastic pollution from Vietnamese territory into the ocean, while addressing national level priorities in both the policy sphere and in public awareness and behaviour change.

To lay the foundation for change, a national level consumer research and behaviour change communications campaign will be rolled out around consumer use of single-use plastics. This will be reinforced through media training on plastics issues and an education curriculum targeting schools. Consumer awareness and choice alone however cannot address plastics issues, and as such a pillar of work revising the regulatory framework and supporting development of Extended Producer Responsibility (EPR) will drive the required policy shift for manufacturers to engage in plastic waste reduction. On the ground, the project will advocate the WWF Plastic Pollution Free Cities program and engage local governments in seven cities/districts to develop action plans for plastic waste management within their jurisdictions and provide the technical support to begin implementation, addressing major sources of marine plastics. Work in three Marine Protected Areas (MPAs) to reduce the on-site production of plastic waste and that derived from external land-based sources will address the biodiversity and ecosystem impacts that poor plastic waste management through the entire system creates. The project will build on the results from WWF's initiative in Long An Province in the Mekong Delta where an integrated waste management concept has been developed and implemented and on work in Phu Quoc MPA where waste management, community engagement and public- private sector buy-in for addressing plastic waste in the tourism sector. These successful projects will be upscaled and are intended to deliver showcases for replication in other cities or regions in Vietnam

WWF-Vietnam is looking for a candidate who would be part of our team to drive those changes forward

II. Major Function

The Plastic Communications & Campaign Manager is responsible for:

- Develop and implement Plastic program's communications, campaigns and outreach strategies, procedures and systems in order to promote the public and related stakeholders' awareness and drive their behaviour change on Plastic waste reduction; ensure compliance with WWF policies and procedures, particularly branding guidelines and other communication policies and procedures.
- Manage campaigns to achieve agreed targets and objectives, as well as support fundraising and outreach plastic program.

III. Major Duties and Responsibilities:

- Develop and implement the Plastic Communications strategy and annual work plan for the country Plastic program to support the achievement of the organisation's plastic objectives and to ensure their attainment and delivery of plans and objectives;
- Manage component of communication and campaign of BMUB plastic project
- Overall supervise corporate plastic projects and TV Plastic campaign project
- Exploit and promote rigorous communications planning approaches and tools, and communicate the communications action plan to all staff to assist effective implementation;
- Develop and monitor the annual budget to ensure sound management and that the plastic communication and campaign pillar has all the required resources to meet its objectives within agreed financial parameters;
- Join/lead the development of and execute plastic communications strategies and work plans of the corporate/major donor funded projects/programs;
- Write and/or review and sign-off copy and design for all plastic publications and print media, controls the process for the production of publications to ensure that they are accurate and are produced to the required standards of WWF and branding guidelines;
- Provide comprehensive advisory and technical guidance to plastic managers and staff on all aspects of communications and in relation to their dealings with the media to promote the public profile of the organisation, and in other aspects of communications;
- Design and plan outreach campaigns (online & offline), in collaboration with media and civil society organizations (CSOs), on the impact of marine plastic pollution, covering both national and city/district levels
- Produce and deliver advocacy and communication material on the impact of, and solutions to, unsustainable waste management practices to be used in outreach campaigns
- Develop and roll out an extra-curricular program at schools to reduce plastic waste production
- Produce regular reports on campaign milestones, budget etc;
- Undertake or where appropriate, commission and manage campaign related research;
- Apply rigorous creative thinking to analyse and develop new methods for bringing the plastic issues to the public and businesses in a way that engages and leads to changes in behaviour;
- Act as the media spokesperson of the campaign, bringing out the ideas and activities of the campaign in a clear, concise and compelling fashion, to external and internal audiences;

IV. Profile:

Required Qualifications

- Bachelor's degree in Communications, Campaign, Marketing, PR or in relevant fields;
- 5-7 years applied experience in similar communications, PR or marketing role in international organizations or in these fields, and experience in Vietnam is preferable;
- Good understanding of ecological, social and cultural context of Vietnam, including of relevant issues (for example biodiversity issues related to marine ecosystems, plastic waste management and pollution impacts)
- Digital marketing knowledge with understanding of social media platforms in Vietnam;
- Knowledge of the media and PR sector in Vietnam and/ or Greater Mekong Region;
- Proven success record in advocacy / behaviour change communications;
- Extensive relations with the media and creative agencies;
- Experience of working and negotiating with Government officials and/or donors at all levels is an advantage;
- Strong understanding of government regulations in relation to media in Vietnam.

Required Skills and Competencies

- Leadership and management skills; People management, coaching, mentoring and capacity

building/development;

- Strategic thinking; diplomacy and discretion;
- Problem solving, and management of conflict and risk;
- Ability to work under pressure;
- Excellent presentation, communications, and public speaking;
- Influencing & Networking skills;
- Fluency in written and spoken English;
- Demonstrates WWF behaviors in ways of working: strive for impact, listen deeply, collaborate openly and innovate fearlessly
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging.

V. Working Relationships

1. Internal: interacts on a regular basis with plastic program team, Communications team, and other staffs of Vietnam Country Office; coordinates and interacts with plastic teams within WWF Network

2. External: Works with donors, government agencies, related organisations, partners

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.