

JOB DESCRIPTION

Position title: Communications Officer, WWF-Vietnam
Reports to: Communications Manager, Communications Coordinator, WWF-Vietnam
Supervises: Intern, consultant and third party when required
Location: Hanoi
Date: **July 2019**

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.

WWF-Vietnam, in close collaboration with other WWF country offices in the Greater Mekong region including Laos, Thailand, Myanmar, Cambodia and Vietnam, initiates and implements a number of projects to conserve biological diversity, ensuring that the use of renewable natural resources is sustainable, promoting the reduction of wasteful consumption and our outstanding ecological human footprint. Find out more at <http://vietnam.panda.org/>.

Communications is an integral part of the organization, involved in numerous levels including internal, external and corporate. Its major function is to increase exposure and public awareness, as well as generating private and public partnerships to drive collaboration on a multi stakeholder level in all sectors of society. Additionally, constant modification to improve internal communications across the country and the WWF global network is a core necessity, leading to more transparency and efficiency in our daily conservation efforts.

II. Major Functions:

The Communications Officer is responsible for producing communications content based on the overall communications strategy for internal and external communications and maintaining content management systems and multi-platform distribution on a variety of channels. The communications officer plays a key role in implementing communication product production processes and ensuring brand guidelines implementation and understanding of these processes by WWF-Vietnam's staff, collaborative stakeholders and third-party consultants.

III. Major Duties and Responsibilities:

- Produce external communications content for traditional media (print, TV, radio), social media (FB, YouTube, website, etc.) and multi-stakeholder projects, including, films, short clips, photos, infographics, media content, public advertisements, promotional/educational material etc.
- Assist in the development of communications plans for WWF-Vietnam's conservation projects and programs and execute them on time and on budget; ensure all administrative and financial needs, coordination, logistics, timeline and scheduling are met; oversee a smooth production workflow on a variety of projects, simultaneously;
- Work closely with external vendors and third-party consultants to generate communication product deliverables based on the overall communications strategy, and as needed from conservation practice teams and major projects;
- Manage social media and digital channels including the development and execution of social media campaigns; manage content and posts shared on Facebook and other social media channels and any associated inquiries; manage content of WWF-VN's website and other internal digital channels; drive the active outreach of our conservation projects on a variety of traditional and digital communications platforms; explore new communications methods and new media channels to promote the work of the WWF-Vietnam office;
- Assist in media relations, organizing press conferences and press trips; ensure all media procedures are implemented strictly and followed by WWF-VN staff; support international media trips by other WWFs and media trips recommended by them; assist in facilitating media inquiries and relations between various public networks and relevant WWF-Staff; assist with workshops, trainings, press conferences and/or crisis communications mitigation and internal knowledge dissemination
- Ensure content management systems are maintained and regularly updated such as google drive, hard drives, internal site management, social media/websites, creative contact databases etc.

- Produce WWF-Vietnam's key communication products, such as annual report, organisation introduction files and films, yearly calendar, stakeholder/staff gifts;
- Assist with event organization for conservation projects at a project scale and implementation of the events; assist with developing the event/project master plan; work with project officers to develop media plans and implementation; take photos and share, along with media reports to all staff;
- Represent WWF-Vietnam in assigned public events;
- Enforce branding policy implementation internally and externally;
- Performs other duties as needed by supervisor and as necessary according to organizational needs.

IV. Profile:

Required Qualifications

- Bachelor's degree in Communications, Film/TV/Video Production, Public/Media Relations, Journalism/Marketing or related field
- 5 years of practical experience in communications, public relations or corporate relations
- Excellent, creative project management skills from concept to delivery
- Experience in video production and editing and/or graphic design is preferred
- Experience in event coordination and conducting workshops and seminars
- A good understanding of current digital communications platforms to promote conservation issues; experience navigating and pushing content out on a variety of social media channels;
- Knowledge and understanding of media relations
- Basic knowledge of website and content management systems, preferred
- Familiar with environmental and conservation issues in Vietnam and/or globally
- Knowledge of green office practices
- Experience of working in multi-cultural environment and/or international organisations is preferred

Required Skills and Competencies

- Strategic thinking, ability to multi task
- News writing, editing, press release writing skills
- Photo/Video production/editing and/or graphic design skills, preferred
- Good planning, organisation, time management, facilitation and coordination skills
- Networking and interpersonal skills
- Experience crafting engaging social media posts
- Good presentation and public speaking skills
- Fluency in written and spoken Vietnamese and English
- Demonstrates WWF behaviours 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:

Internal: Work closely with the Operations and Conservation teams, corporate relations and fundraising programme teams in Vietnam. Interact on a regular basis with Communications colleagues in other country offices and regional office. Engage with and support WWF-Vietnam staff. Interact with communications and Communication staff in WWF International and WWF network when required;

External: Interact with donors, government, partners as necessary in external events/meetings in the region; collaborate with third-party consultants/vendors.

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

Prepared by Supervisor:

Date:

Accepted by Staff member:

Date: