



JOB DESCRIPTION

Position title: Communications and Campaign Manager, WWF-Vietnam
Directly reports to: Country Director, WWF-Vietnam.
Supervises: Communications Officers/Coordinators, Campaign Officer, Consultants
Validity: October 2018
Location: Hanoi or 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.

WWF-Vietnam is part of WWF-Greater Mekong (GM) which operates in 5 countries: Laos, Thailand, Myanmar, Cambodia and Vietnam. Find out more at <http://vietnam.panda.org/>.

II. Major Function

The Communications & Campaign Manager is a member of Country Management team (CMT) and responsible for:

- Develop and implement WWF-Vietnam's communications, campaigns and outreach strategies, policies, procedures and systems in order to promote the public and related stakeholders' awareness and drive their behaviour change of conservation issues; ensure compliance with WWF International 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 activities for WWF-Vietnam.
- Shape and deliver targeted, inventive external communications for WWF-Vietnam that catalyses change, strengthens the brand, offers compelling stories and provides opportunities and means for action; make sure WWF-Vietnam's vision, mission, goals and values are embedded in staff's philosophy and actions

III. Major Duties and Responsibilities:

Communications:

- Develop and implement the Communications strategy and annual work plan for the Country Office (CO) to support the achievement of the organisation's conservation objectives and to ensure their attainment and delivery of plans and objectives;
- 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 Communications annual budget to ensure sound management and that the Function has all the required resources to meet its objectives within agreed financial parameters;
- Join/lead the development of and execute communications strategies and work plans of the corporate/major donor funded projects/programs;
- Provide the strategic direction for the delivery of strategic online communications, ensuring vietnam.panda.org is kept up-to-date and social media channels are effectively managed and exploited to support the country communications strategy. Monitor online traffic, metrics and analyse results to continuously improve performance;
- Write and/or review and sign-off copy and design for all WWF-Vietnam 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 the strategic direction for the developments and implementation of an internal communications system to ensure that staff of WWF-Vietnam are communicated with office's activities, achievements, and changes (working with the country director and management team to ensure staff are updated on

key strategy changes and new developments in WWF-Vietnam);

- Work with HR Manager and other relevant functions to develop internal communications initiatives that can be implemented across WWF offices;
- Monitor the implementation of the Communications guidelines, policies and procedures to ensure that they are followed by managers and staff;
- Be the direct line manager of conservation communications Coordinator, corporate and major donor comms officer/s by reviewing individual work plan, managing performance, providing induction, training, coaching, mentoring and advice to ensure that they are appropriately motivated and trained and that they understand and carry out their responsibilities to the required standards, and encourage them to provide initiatives on a daily basis;
- Provide comprehensive advisory and technical guidance to 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;
- Provide strategic direction for mass media partnership building and risk management to strengthen public outreach of the WWF-Vietnam and monitoring of media responses and actions to conservation;
- Track WWF brand awareness among constituencies. Evaluates branding strategies on the basis of relevance and effectiveness;

Campaign

- Develop and manage the WWF-Vietnam's campaigns;
- Work with campaign staff across the WWF network to ensure contribution to campaigns that impact conservation targets of WWF-Vietnam and to ensure new campaign initiatives within Vietnam are supported financially and technically and align with WWF guidelines on campaigning;
- Deliver agreed campaign outputs/products/outcomes;
- Design, plan and execute communications strategies to ensure continued coverage of campaign activities;
- Manage budgets relating to relevant projects and activities;
- 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 conservation issues to the public and businesses in a way that engages and leads to changes in behaviour;
- Manage relationships with any appointed agencies employed on a project basis (e.g. design agency);
- 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;
- 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;
- Familiar with conservation and natural resource management issues;
- Proven success record in advocacy / 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;

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- Ability to work under pressure;
 - Excellent presentation, communications, and public speaking;
 - Influencing & Networking skills;
 - Fluency in written and spoken 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

1. Internal

WWF-Vietnam: interacts on a regular basis with Country Senior Management Team, Communications team, Major Donor and Corporate Partnership Managers, and other staffs of Vietnam Country Office;

WWF Network: coordinates and interacts with WWF-GM Communications Team, other WWF network staffs.

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.

Prepared by Supervisor:

Date:

Accepted by Staff member:

Date: