

Job Description

JOB INFORMATION

Job Title	Communications and Public Engagement Manager	Line Manager Title	National Director Matrix: Senior Communications and Public Engagement Manager, East Asia Region.
Grade Level	15	Department/Office	Communications Department
		Work Location	Ha Noi

CONTEXT

World Vision is a Christian relief, development and advocacy organization working to improve the quality of life of people, especially children who are marginalized and living in poverty. World Vision helps all who are in need, regardless of their religion, race, ethnicity or gender. As a child-focused organization, WV's work focuses on children, ensuring they are protected and their basic needs are met. World Vision Vietnam (WVV) has been funded from 13 support countries in Europe, Asia, the Americas and Australia. Funding of WVV consists of sponsorship program funding (70%) and Private Non-Sponsorship (PNS)/grants (30%). WVV employs about 430 staff, of which 93% are Vietnamese nationals.

WVV is operating in 14 provinces including Hanoi, Dien Bien, Hai Phong, Hung Yen, Quang Ninh, Thanh Hoa, Ha Tinh, Quang Binh, Quang Tri, Da Nang, Quang Nam, Quang Ngai, Ho Chi Minh, Dak Nong. WVV's Area Program (AP) usually focuses within one administrative district of a province which populated by ethnic minority people with high rates of poverty. A uniqueness of WVV's Development Program Approach (DPA) is that AP team members are based at district level where the AP is located, which enables them to work closely with government partners and communities on a daily basis. Beside the APs, WVV is also implementing different Special and Grant Projects to meet the specific needs of vulnerable children in both AP and non-AP areas.

JOB PURPOSE

The communications and PE Manager will be responsible for leading and managing the communication and public engagement team to strengthen and protect World Vision Viet Nam's brand and enhance its reputation as a partner of choice for child wellbeing in Viet Nam with the Government, Donors, Media and Public. S/he will develop and lead the implementation of the public engagement and communication strategy, in close coordination and collaboration with the senior leadership team and other relevant departments, that ensures a positive brand experience and brand awareness of the organisation externally and within the WV Partnership. The position will ensure stories about World Vision Viet Nam's work with vulnerable children and communities and its impact are well told and understood by both external and internal stakeholders, and leaders and staff are recognised and trusted as ambassadors for WVV and child wellbeing.

MAJOR RESPONSIBILITIES

% of time	Activity	End Results
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25%

Partnerships and Strategic External Engagement

- Develop and implement Context-driven and integrated communications and PE business plan that supports organisational and ministry funding strategy (at national and Partnership levels), and that strongly directs and positions WV Viet Nam for resource growth, “voice,” policy positions, trust, reputation, and influence to internal and external stakeholders (government, media, private sector, academia, health/water/education/livelihoods sectors, non-governmental organizations and the WVI Partnership). This business plan will identify the key communications and partnership needs of World Vision Viet Nam, while setting and steering strategic communications and marketing goals and processes that are contextualized to and in alignment with its core ministry functions and goals and to that of Our Promise.
 - Collaborate with Sponsorship and Alternative Funding Manager and Digital Transformation Manager to develop and implement communication and digital marketing strategy to strengthen international marketing funding channels through Joint Marketing Area Program or any Alternative Funding initiative with relevant support offices.
 - Develop/update and lead the execution of specific strategies to support more effective public engagement and communication of WV V internally and externally, including the brand strategy, media engagement strategy, digital engagement strategy, and others in alignment with the target set on the plan in supporting WV better positioning with external stakeholders.
 - Ensure that external engagement initiatives are positioned and promoted
 - Recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support country team
 - Ensure a strong relationship development plan with priority media, influencers, Ambassadors, and other relevant partners is in place, managed, and monitored. This may include travel with partners’ contact and attending business and networking sessions/events.
 - Identify and partner with the consulting group and external partners.
- Comms and PE strategy implemented and targets/performance indicators achieved
 - Increased awareness and enhanced understanding of WV Viet Nam’s work and impact among target demographics (in-country and relevant Support Office countries) through creative communications approaches and a wide range of media avenues
 - WV V increasingly recognised as a partner of choice within WV V and the partnership

	<ul style="list-style-type: none"> • Seek and identify local & global influencers who can serve as ambassadors for WV Viet Nam in reaching out to external stakeholders. • Exercise judgment to prioritize WV Viet Nam media opportunities, and prepare talking points, speeches, presentations and other supporting materials, as needed. • Strategically position World Vision in mainstream and social media to mobilise public support for social and policy change. 	
35%	<p>Management & Leadership</p> <ul style="list-style-type: none"> • Provide advice, guidance and support to the National Director as a communications and organizational leader. • Ensure senior and cross-functional teams have broad understanding of how communications integrate with and strengthens organizational strategy, programming, operations, resource acquisition, and support functions. • Lead the effective performance of the Comms and PE division in providing direct, support and quality assurance to ensure effective communications management for: Donor/public engagement & resource acquisition, Emergency communications & Media relations, High-level advocacy, Internal communications. • Lead evidence-based content gathering, content design, production, positioning, management and use of social media platforms and WV Viet Nam’s website, major events, campaigns. • Build a high-performance communications & PE function that is managed, structured, focused and resourced for productive and quality work. • Review and update Comms and PE systems, structure, and staffing needs for the team as needed, in alignment with the landscape and strategy changes and strengthening accountability to donors. • Provide line management and mentoring for all team members, including Performance Management and coaching for performance. • Support the resource development, Sponsorship and Alternative Funding team in the development communication collaterals for resource acquisition and management to ensure alignment with the overall public engagement and communication strategy. 	<ul style="list-style-type: none"> • Consistently delivered and positioned high-impact brand aligned resources for Partnership communications and for all PE channels to elevate child voice and WV impact. • Maximised investment by developing innovative and quality content based on data analysis and news trends through curation, sharing, promotion and cost-effective production. • Aligned public engagement efforts and messaging to speak with one clear, authentic and effective voice during key moments and in social conversations, especially those relevant to national context with RO guidance.

	<ul style="list-style-type: none"> • Execute and ensure strong monitoring and evaluation of the plan, including ensuring deliverables that are continuously improved. • Oversee and grow effective social and multimedia strategy across channels to increase WV V brand awareness and continuous brand building in country and international market. • Establish internal connections with relevant Support Offices to promote international media engagement while adhering to the Global Media Protocols and guidelines. • Plan and manage communications in response to both slow- and rapid-onset emergency disaster/relief situations – ensuring that the WV Partnership is provided with quality stories, photos, and media interviews from the field. 	
20%	<p>Accountability & Quality Assurance</p> <ul style="list-style-type: none"> • Support and collaborate with department heads in the planning and production of compelling and partnership fundraising, advocacy, and publicity materials (web-based, electronic, print, and video) for influential donor and public engagement by WV Viet Nam – both in-country and internationally, and in collaboration with other World Vision Offices if/as appropriate. • Manage the production and provision of high-quality information resources and materials for donor and public engagement. • Work with the Grants / resource development and Alternative Funding team to develop donor and marketing pre-positioning communications resources. • Develop the standards and guidelines for public engagement and communication applicable to the organization to ensure all staff and partners apply consistent and positive messages and branding. The criteria and guidelines should align with global WVI guidelines on engagement and communication. • Support and collaborate with other teams in the creation of positive impact stories that are based on programme evidence and in alignment with the standards and guidelines • Support and collaborate with other teams to ensure alignment and compliance with donors/supporters' requirements related to public engagement and communication 	<ul style="list-style-type: none"> • Annual business plans achieved. • Promoted compelling, relevant, child-focused contents to engage with target audiences on our digital channels, which are insights and data-driven and collaboratively curated. • Built and protected World Vision's reputation by leading the FO, supporting the Partnership, through events, breaking news and relevant issues, and we protect our brand through building an organisation-wide culture of reputation risk management. • Fit-for-purpose quality content and stakeholder communications created and shared on Partnership platforms in a timely manner.

	<ul style="list-style-type: none"> • Coordinate and organize annual best practices documentation in coordination and collaboration with the programme and other teams. • Ensure that stories, photos, and other materials are produced to standards of quality required for informing, educating, and engaging said donors and the public via Partnership websites, Global centre prescribed channels, magazines, adverts, donor appeals, media releases, and other communications channels and outlets • Coordinate and support the senior leadership team in reputation management with appropriate risk communication strategy, including developing messages, SLT briefing/debriefing, etc. in an agile and proactive way, in line with WVI global standards. 	
10%	<p>Networking and Coordination</p> <ul style="list-style-type: none"> • Support SLT’s positioning efforts with donors, corporations and high-level government officials. • Ensure leaders and staff are inspired and engaged by stories of WV V work and its impact and are equipped to act as trusted spokespeople. This involves close collaboration with the Advocacy team to ensure compelling content development and its use in support of Public Affairs and Advocacy activities. • Preparing leaders as required for major events, activities • Equipping staff with the required knowledge and skills to act as WV V ambassadors. • Develop/update and lead the execution of a specific internal communication strategy for WV V that supports stronger awareness and understanding of the organization among staff. • Strengthen communications capability and assure brand alignment across the national office to enhance organisational culture and effectiveness. • Engage staff and leaders to engage in and champion World Vision’s global story and the national perspective through multiple internal channels, perspectives and events. • Contribute to the production and dissemination of country programmes reports. 	<ul style="list-style-type: none"> • WV V leaders increasingly recognised as thought-leaders in child wellbeing issues and engage in increasing numbers of external events • WV V communications/messaging reaches increasing audience • WV V staff speak with one voice in public engagements as trusted ambassadors

	<ul style="list-style-type: none"> • With support from the Regional Office and guidance, execute and monitor for compliance with required communications policies and ensure staff understanding. • Support the management of events that position World Vision as a partner of choice, including joint events with Support Offices for resource acquisition and retention. • In collaboration with the national office departments' leads, contribute to the development of a national external engagement plan for coordination, positioning and enhancing World Vision's influence and impact. • Support advocacy in positioning and promoting global campaigns like: "1000 Girls campaign", "Global Campaign on Child Hunger and Malnutrition" agreed Global Moments, and key joint national and global engagement initiatives by producing compelling content, engaging media and digital channels. 	
10%	<p>Capacity Building</p> <ul style="list-style-type: none"> • Develop, support and implement capacity-building initiatives and plans that include branding, content development and digital engagement in close coordination with Operations, People & Culture, and Regional Office. • Ensure that the communications team has all essential tools and training required for rapid deployments to and communications from the field for extended periods. • Identify brief and train media spokespersons within WV V – from the Area Program -project level to senior leadership to ensure on-brand messaging that positions WV and promotes its operations and impact. • Identify and nurture talent and potential successors. • Model behaviours that enable staff to live out WV V core values. • Partner with staff to ensure ongoing learning and effective performance. 	<ul style="list-style-type: none"> • Strengthened high-performing national storytelling ecosystem that consistently delivers 'fit-for-purpose' stakeholder communications • Talent list/pipeline established and being developed • Improvement in technical competencies of Comms & PE staff • Rightly-staffed team, right-resourced, recognised and appreciated with appropriate mentorship, learning and development, succession planning and deployment/secondment opportunities.

KNOWLEDGE/QUALIFICATIONS FOR THE ROLE

Required Professional Experience	<ul style="list-style-type: none"> • At least 7 years' experience in leading and managing communications and production teams in international NGOs or Creative Industries. • General experience in project management, with specific experience in the production of diverse and creative communications projects, including publications, multimedia, websites/pages, photos and video reports, etc. • Advanced communications technical skills such as photo and video production, editorial, graphic design, and media relations • Proven experience of training and capacity building of others • Experience working with children and youth
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Required Education, training, license, registration, and certification	Master's degree or equivalent in communications/ creative management/ public relations/ journalism				
Preferred Knowledge and Qualifications	<ul style="list-style-type: none"> • English language fluency (verbal and written) • Excellent writing skills, with strong understanding of photographic and/or video skills preferred • Ability to communicate fluently in English and to relate cross-culturally with a wide range of international constituencies. • Demonstrated ability to think and manage strategically, plan and meet deadlines • An energetic, analytical and self-starting approach to projects that involve significant responsibility • Excellent interpersonal and cross-cultural communication skills • Experience in Donor engagement, internal communications, emergency communications and some level of advocacy communications. • Excellent interpersonal and cross-cultural communication skills. • Excellent writing skills, with photographic and/or video skills also preferred. • Demonstrated ability to think and manage strategically, plan and meet deadlines. • Strong competency in developing and reviewing impact stories, production scripts and media briefings. • Rich experience in Brand Management. 				
Other Competencies/ Attributes	<ul style="list-style-type: none"> • Demonstrate ability to Lead and manage strategically and meet tight deadlines. • Experience in the development and production of a wide array of communication materials such as publications, TV & video documentaries, web, and other media. • Demonstrate rich portfolio of Strategic Communications experience and ability to utilize public relations to forge stronger constituency consensus. • Perform other duties as required. • Excellent journalistic (verbal and written), Media Relations and Media Production skills. 				
Travel and/or Work Environment Requirement	Ability to be deployed to disaster zones if/as required to provide national and international media with information, interviews and assistance in the field.	Physical Requirements	Satisfactory pre-employment medical report verified by medical doctors at licensed hospitals	Language Requirements	Vietnamese: Fully Fluent English: Proficient (or IELTS 7.5 or equivalent)

KEY WORKING RELATIONSHIPS

Contact (within WVI Viet Nam or outside WVI Viet Nam)	Reason for contact	Frequency of contact

SLT, Department Heads at National Offices including Sponsorship and Alternative Funding team and Digital Transformation team.	Collaborate & Partner to position and promote voices of the vulnerable children, WV initiatives and approaches	Weekly
SLT, Risk Management Committee, Crisis Management team	Update Communication & Branding progress & provide team collaboration or advice on Communication & Branding perspective	Monthly
Regional Office Comms and PE Team, Regional Comms and PE Manager, Support Offices and Global Centre	Collaborate for effective internal communication management.	Regularly (frequency determined by the request and need)
Media (all types of media), Celebrities/Influencers, Volunteers, Digital Agencies, Vendors & Freelancers etc	Collaborate & Partner to effectively delivering results.	Monthly

DECISION MAKING

1. Own Decision

- 1.1. Implemented activities as approved by supervisor & donors in annual plan
- 1.2. Procurement of goods and services within the approved department/project budgets
- 1.3. Travel of direct reports/ team members except for international travel
- 1.4. Allocate human resources within Public Engagement and Communications Team for different purposes
- 1.5. Capacity building of Public Engagement and Communications Team including training, workshops, seminars (within approved budget)
- 1.6. Review and take course of actions on activities and programs
- 1.7. Approve transaction within LoA, approved plans and budgets

2. Must consult superior before deciding

- 2.0. Joining cross function team
- 2.1. Revision and development of Public Engagement & Communications Team JDs
- 2.2. Submission of activities proposal
- 2.3. Building partners and relationships with other institutions
- 2.4. Suspend staff due to performance problem/violation
- 2.5. Provision of services (expertise) to other institutions

3. Must obtain approval of superior before taking action

- 3.1. Recruit, promote and rotate, terminate direct reports
- 3.2. Contract & legal agreements with external parties
- 3.3. Department strategy, annual goals and budget plans
- 3.4. Own business trip and international travel for team members
- 3.5. Deviation of the global and national office standards, strategies and policies
- 3.6. Joining network and consortium with other organizations
- 3.7. Unbudgeted procurements and staffing needs

- 3.8.Capital assets procurement and imported goods
- 3.9.Participate or join regional and global initiatives

CORE COMPETENCIES – For all positions, select the top 3 prioritized competencies from below. Click [here](#) for a quick overview of our Core Competencies.

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| <input type="checkbox"/> Be Safe and Resilient | <input checked="" type="checkbox"/> Build Relationships | <input type="checkbox"/> Learn and Develop | <input checked="" type="checkbox"/> Partner and Collaborate |
| <input checked="" type="checkbox"/> Deliver Results | <input type="checkbox"/> Be Accountable | <input type="checkbox"/> Improve and Innovate | <input type="checkbox"/> Embrace Change |

For Management positions only, select the top 2 prioritized competencies from below.

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| <input checked="" type="checkbox"/> Model Self-Management | <input checked="" type="checkbox"/> Engage, Influence, Lead and Grow Others | <input type="checkbox"/> Run an Effective and Agile Organisation | <input type="checkbox"/> Develop the Organisation for the Future |
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