

[Job Description](#_top" \o " The job description provides a set of responsibilities for candidates, new employees, and managers to ensure agreement and understanding of the expectations for a specific role. It allows candidates to asses if they are suitable for an open position and provides a guide for recruiters to screen candidates and streamline the recruitment process.After a candidate is selected and on-boarded, the job description can be used as a guide for setting goals and targets when determining annual performance objectives. It can also assist in formulating training and development plans. )

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| **JOB INFORMATION** | | | |
| Job Title | Senior Communications and Public Engagement Officer | Line Manager Title | Strategy, Public Engagement & Communications Director |
| Grade Level | 14 | Department/Office | Communications Department |
| Work Location | Ha Noi |

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| **[CONTEXT](#JOB_PURPOSE" \o "The job purpose should state the reason the position exists, its objective, and the degree of supervision needed. Typically, one or two concise sentences capture the main purpose of the job.Example: Under general supervision, this role will develop and deliver on key finance initiatives in order to etc… All components of the job description should be written in a manner that a layperson can understand, with all acronyms spelled out the first time they are used within the description.)** | | | | | | | |
| 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 4 zones: North 1 (Hoa Binh, Dien Bien), North 2 (Yen Bai, Tuyen Quang, Hai Phong), Central (Thanh Hoa, Quang Tri and Da Nang) and South (Quang Nam, Quang Ngai, Binh Thuan, Ho Chi Minh, DakNong). 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.  In order to bring visibility to WV Vietnam’s work on the ground, WV Vietnam owns several external communications channels including website and social media pages. The Senior Communications and Public Engagement Officer will re-purpose available contents and/or produce fit-for-purpose contents to strengthen WV Vietnam’s digital presence across all existing channels, and thus drive public attention and support to WV Vietnam’s work. If and when the need arises, the Senior Communications and Public Engagement Officer shall conduct adequate assessments and develop a viable strategy to expand WV Vietnam’s presence to new social media platforms needed to amplify the impact of WV Vietnam’s intervention. A strong digital presence will also contribute to positioning WV Vietnam for advocacy work and future fundraising efforts. | | | | | | | |
| **[JOB PURPOSE](#JOB_PURPOSE" \o "The job purpose should state the reason the position exists, its objective, and the degree of supervision needed. Typically, one or two concise sentences capture the main purpose of the job.Example: Under general supervision, this role will develop and deliver on key finance initiatives in order to etc… All components of the job description should be written in a manner that a layperson can understand, with all acronyms spelled out the first time they are used within the description.)** | | | | | | | |
| To raise awareness of and support for World Vision’s work in Vietnam, by undertaking these core functions:  **Public engagement**  Formulate and implement content plan and public engagement plan for WV Vietnam’s website and all existing social media platforms to increase WV Vietnam’s visibility and achieve the desirable awareness/support from the target audiences. When needed, liaise with communications team of other agencies in conducting joint events to draw public attention to child-related issues and call for actions from concerned stakeholders.  **Organizational materials development**  Play lead role in developing materials that accommodate grants and advocacy functions with needed resources, including annual report, country profile, program briefings, policy briefs, fact sheets, and capacity statements along with other written and video resources when needed. Give technical guidance and input to all communication products developed by other functions to ensure compliance to WV’s brand guidelines and consistency in messaging.  **Content creation**  Write compelling feature length child-focused stories from communities where WV Vietnam is working to fulfil requests from within the Partnership. Proactively identify stories and key issues for pitching to WV’s various stakeholders and internal platforms (such as StoryHub, KissFlow, The Beacon, Ignite). Ensure safeguarding standards are understood and followed by all involved in the content creation process. Build WV Vietnam’s digital media library in order to support public engagement activities.  **Advocacy communications**  Play a co-lead role alongside Child Protection under the “It takes a world” campaign to design and implement appropriate engagement activities for the target groups to maximize advocacy impact. Partner with other technical functions in all other advocacy-related initiatives.  **Internal communications**  Support the Senior Executive Communications and Media Relations Officer in producing contents needed for internal communication events and channel.  **Emergency communications**  Support the Senior Executive Communications and Media Relations Officer in coordinating with the affected APs/projects to develop HEA-related contents as requested by Support Offices and donors. | | | | | | | |
| **[MAJOR RESPONSIBILITIES](#MAJOR_RESPONSIBILITES" \o " This is the foundation of the job description. It conveys the complexity, scope and level of responsibility of the job. As such, it is important to describe the duties and responsibilities as accurately, concisely and completely as possible.    There are three sections in which to document. They are broken up into percent of time, activity and end results.  When developing this section group the responsibility into 3 to 5 buckets that capture the main components of the role. It is helpful to divide the tasks and/or responsibility into daily, weekly, monthly, quarterly or annual to aid in understanding the amount of time each area of responsibility will take. Each main responsibility should include related tasks in the delivery of each responsibility.  Next, list the expectation of how each responsibility will be carried out under End Results. End results should be measurable, and time bound and written in a manner that can inform the development of annual performance objectives.  All components of the job description should be written in a manner that a layperson can understand, with all acronyms spelled out the first time they are used within the description.)** | | | | | | | |
| % of time | Activity | | | | End Results | | |
| 30% | **Public Engagement**   * All existing online platforms are well administered, increase in viewership, reinforce WV Vietnam’s brand and visibility, and contribute to advocacy goals * Online and offline initiatives are developed in collaboration with relevant functions/stakeholders to achieve the desirable awareness and support from the target audience. | | | | * Continually enrich WVI Vietnam’s high-quality digital assets for media/donor/public engagement purposes. * WVI Vietnam’s visibility is enhanced | | |
| 15% | **Organizational Materials**   * Informative and well-designed materials are produced and used for WV Vietnam’s engagement with government, donors, partners, communities and media. * Alignment to all WV Policies and Guidelines is ensured. | | | | * Informative and well-designed materials are produced and used for WVV’s engagement with government, donors, partners, communities and media. | | |
| 20% | **Content creation**   * Compelling and inspiring child-focused stories are written as testimonies of WV Vietnam’s work and impacts in country, which in turn solidifies Support Office’s and sponsors’ confidence in WV Vietnam’s use of their resources. * Created contents are published on appropriate internal and external channels to promote WV Vietnam’s intervention and impact. | | | | * WV Vietnam’s intervention and impact are promoted effectively | | |
| 15% | **Advocacy Communications**   * Creative public engagement activities are initiated to promote WV Vietnam’s advocacy campaigns (including “It takes a world” campaign) and inspire positive behavioural change within the target communities as well as the society. * Communications resources are developed and smartly packaged for national advocacy events, regional initiatives and/or global movements. | | | | * Successful co-lead in campaigns and all other advocacy-related efforts. | | |
| 10% | **Internal communications**   * Needed contents are produced for internal communications events and channel. | | | | * Internal communication is innovative, effective and delivered regularly. | | |
| 10% | **Resource Requisition, HEA-DRR and Others**   * Develop communication plan for Grant/Projects’ proposal * Provide training and coaching for project team on communication requirements of the project in line with donor specifications * Communication assets are curated for usage at National Office and shared with the concerned Support Office. * HEA-DRR-related content is created to support efforts in documentation, resource acquisition, and reporting. * Collaborate with AP/project staff and relevant departments to produce contents about WV Vietnam’s emergency response as per the Partnership’s protocols. * Take responsibility for personal security, accurately identify and assess the dangers and respond in the most appropriate way; take all good faith efforts to keep other WVV staff and property secure with guidance and instruction as being trained by WVV * Perform other duties as assigned by the manager to contribute to the team performance | | | | * Meaningful and efficient contributions to Grants/Projects proposal * Contents about WV Vietnam’s emergency response are timely and sufficiently produced as per the Partnership’s protocols. * WVI Vietnam Disaster Management Standards are ensured * Staff’s safety and security * Incidents are reported timely as per the incident management protocols | | |
| **[KNOWLEDGE/QUALIFICATIONS FOR THE ROLE](#KNOWLEDGE_QUALIFICATIONS" \o " Knowledge skills and abilities allow the recruiter and the candidate to understand what experience is required in order to be successful in the role. It should be listed as the minimum amount of education and experience required.  Knowledge: The level of education, experience and training an individual must have at minimum to be considered qualified for the position. Skills: The proficient manual, verbal, or mental manipulation of data or things.  Specific skills such as ability to create, manipulate and utilize spreadsheets, word processing programs, or proficiency in a second language. Abilities:  The competence to perform an observable behavior or a behavior that results in an observable product, e.g., organize or plan work or coach and mentor others. )** | | | | | | | |
| Required Professional Experience | | * 5 – 7 years’ experience working for NGO/INGO in public relations, journalism, communications, or equivalent/ media-related field. | | | | | |
| Required Education, training, license, registration, and  certification | | * Bachelor degree in public relations, journalism, communication or equivalent. Master degree is preferred | | | | | |
| Preferred Knowledge  and Qualifications | | * Excellent writing capabilities, including writing compelling human-interest stories from raw facts and materials; writing press releases, etc, in both Vietnamese and English. * Have experience developing and implementing communications strategy or elements of it, such as social media strategy, and media engagement strategy. * Good video editing capabilities, including skilled in video editing software (e.g., Premiere Pro) * Experience working in development context, a fast paced, multi-cultural working environment. * Worked in complex multi-tasked situations. * First-hand experience of managing media relations successfully, including in challenging circumstances. * Ability to work independently as well as an active team player. * Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally. * Strong interpersonal skills with ability to interact effectively with a wide range of internal and external contacts. * Familiarity with or knowledge about development in rural context * Strong understanding on development work in Vietnam. * Ability to multi-task. * Self-motivated with a positive and professional approach to management * A wide degree of creativity and latitude * Ability to give leadership to staff in department * Strong knowledge on the usage of design software. * Willingness to support articulate and demonstrate World Vision’s core values in meaningful ways to colleagues, partners, children and communities. | | | | | |
| Travel and/or  Work Environment  Requirement | | * Work with various stakeholders: government officials, Support Offices, foreign visitors (VIP visits), mass media, ADP/Project/Advocacy/GAM staff, community members and children. | Physical  Requirements | Satisfactory pre-employment medical report verified by medical doctors from licensed hospitals | | Language  Requirements | Vietnamese: Fluent  English: Fluent |

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| **[KEY WORKING RELATIONSHIPS](#KEY_WORKING_RELATIONSHIPS" \o "Each job will typically have multiple working relationships. In this section, please define the key contacts with whom the incumbent will be required to interact, in order to be successful in the job. Please consider internal contacts outside the immediate department, as well as external contacts.When describing the reason for the contact, describe the interaction in terms of sharing key or complex information, providing business solutions and/or recommendations, or influencing external partners to share in WVI’s vision and mission. )** | | |
| Contact (within WV or outside WV) | Reason for contact | Frequency of contact |
| Support offices | Communication and Public Engagement activities, fund raising | Periodically/upon request |
| AP/Project Managers/staff | Communication materials, annual reports, capacity building, Communication and Public Engagement activities | Periodically/upon request |
| Child Protection TP Manager | Comprise communication messages for advocacy purposes and campaigns and design campaign initiatives | Periodically/upon request |
| GAM Manager | Create materials for donor support and determine role of communications in grant proposals | Upon request |
| HEA-DRR manager | Communication materials, reports, capacity building, Communication and Public Engagement activities related to emergency responses. | When needed |
| Government Relations Officer | Provide communication messages for all advocacy initiatives and campaign purposes to update local government | Upon request |
| Functional department | To seek advice, guidance and support to ensure technical quality and compliance with WV’s policies and guidance | When needed |
| Functional department | To seek advice, guidance and support to ensure technical quality and compliance with WV’s policies and guidance | When needed |
| **[DECISION MAKING](#DECISION_MAKING" \o "In this section please include information that describes the role's authority to act, approve, or make decisions. Please think about the responsibilities of the role in terms of: Supervision of work – Is the WHAT and the HOW clearly prescribed and reviewed. Directed Work – The WHAT is prescribed but the HOW is only prescribed at the level of policies and general rules or precedents. Guided Work – The WHAT is prescribed only in very general terms and the HOW is not prescribed at all, although it would be subject to the general limitations of the organizations’ business and way of doing business.  )** | | |
| As per the levels of authority of WV Vietnam | | |

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| **CORE COMPETENCIES** – For all positions, select the top 3 prioritized competencies from below. Click [here](https://careers.wvi.org/uploads/CoreCompetencies%20Pocket%20Guide%20for%20Website.pdf) for a quick overview of our Core Competencies. | | | |
| Be Safe and Resilient  Deliver Results | Build Relationships  Be Accountable | Learn and Develop  Improve and Innovate | Partner and Collaborate  Embrace Change |
| For Management positions only, select the top 2 prioritized competencies from below. | | | |
| Model Self-Management | Engage, Influence, Lead  and Grow Others | Run an Effective  and Agile Organisation | Develop the Organisation  for the Future |

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| **APPROVALS** | |
| Line Manager: | Approval Date: Click or tap to enter a date. |
| Matrix Manager: | Approval Date: Click or tap to enter a date. |
| Department Heads: | Approval Date: Click or tap to enter a date. |
| P&C Director: | Approval Date: Click or tap to enter a date. |