

TERMS OF REFERENCE

Position Name:	Communications Volunteer
Unit/Project:	Communications and Public Engagement
Reports To:	Communications and Public Engagement Officer
Duration:	3 months (starting as soon as possible)
Working Time:	Negotiable. Full-time is preferable.
Working Location:	Ha Noi Office
Number of positions:	02

WORK CONTEXT

World Vision (WV) is a Christian relief, development and advocacy organisation working to improve the quality of life of people, especially children who are marginalised and living in poverty. As a child-focused organisation, WV's work focuses on children, ensuring they are protected and able to reach the fullness of life.

The Communications & Public Engagement Department is an integral part of World Vision International in Vietnam (WVIV). We 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.

The Communications & Public Engagement Department is managing a variety of communication channels, including website, social media, and media engagement, ensuring stories about our work with vulnerable children and communities and its impact are well told and understood by both external and internal stakeholders.

PURPOSE OF POSITION

To assist the Communications and Public Engagement Department in raising internal and external awareness of World Vision's work in Vietnam through multi-channel content development and creative design.

MAIN TASKS AND RESPONSIBILITIES

- Assist in developing the editorial plan and producing high quality content (visual & text) for WVIV's social media channels (Facebook, LinkedIn, Insatgram)
- Review and edit the content submitted by other functions to ensure consistency with WVIV's brand voice and style;
- Deploy internal and external engagement initiatives to boost the social media traffic;

- Manage the social community by generating conversations and responding to comments/messages in a timely manner;
- Design marketing collaterals (brochure, factsheet...) to showcase WVIV's technical excellence and positive impact;
- Other duties and assigned.

REQUIREMENTS

- A graduate or senior year student in any field, preferably in Communications, Marketing, Public Relations, etc;
- Have a good knowledge and be up-to-date with social media trends and insights;
- Ability to track and interpret social media metrics;
- Excellent writing skills in English and Vietnamese;
- Be familiar with graphic design and/or video-editing software (e.g. Canva, Photoshop, Adobe Illustrator, Final Cut...);
- Be creative and proactive, with a penchant for communications;
- Well-organized and detail-oriented;
- Full support for the philosophy, purpose and values of WV.

ALLOWANCE

- Daily allowance (negotiable based on the candidate's capabilities and WVIV's rate card).

This TOR is prepared by:

This TOR is approved by:

ONG THANH HOI
 Communications and Public Engagement
 Manager (Acting)
 DATE: 14 Mar 2024

VU THI NGA
 Acting Strategy, People & Culture Director
 DATE: _____