



## VIETNAM PROGRAMME

---

**Fauna & Flora International (FFI)**'s mission is to conserve threatened species and ecosystems world-wide, choosing solutions that are sustainable, are based on sound science and take account of human needs.

**FFI's strategy** to achieve this mission is to work with in-country organisations at all levels to support them in identifying and implementing country led sustainable solutions.

### **FFI is now recruiting a Communication Intern**

- **Date of term:** ASAP- 6 months
- **Job type:** Part time
- **Purpose:** To raise the profile of FFI in Vietnam through traditional, online, and social media
- **Reporting to:** Dr. Benjamin Rawson-Vietnam Programme Director

### **Job Description:**

The Marketing & Communications Intern is responsible for helping to raise FFI profile in Vietnam and bring awareness of FFI's initiatives to the local community through social and traditional media outreach and platforms.

The Marketing and Communications Intern will support the production of marketing products, content development, external communications products and campaigns, and will assist with daily post production, research, and social media.

Interns are provided the opportunity to participate in work-related assignments, gain practical work experience and network with employees from various departments.

### **Communications: Traditional, Online, Social**

- Assist in the implementation and monitoring of procedures for ongoing website revision and upkeep
- Support marketing & communications in social media maintenance with an aim to further expand FFI's engagement and reach, promote FFI's news, as well as issues at the heart of our work
- Develop online and paper content for posting and distribution

- Assist in managing Facebook, Twitter, Instagram accounts
- Update and manage website content (if Vietnamese content is possible)
- Assist in creation and distribution of media alerts, press releases, and photographs
- Assist in implementation of campaigns to drive people to the FFI Facebook, Instagram, and website.
- Assist in development of template materials for future communication and fundraising efforts
- Edit content provided by the FFI, develop original content
- Support media outreach, as needed
- Support the development of print materials, such as donor newsletters, brochures, conference displays, and more
- Monitor and report web traffic, social media engagement, press hits

## **Fundraising**

- Assist in planning and executing fundraising events.
- Assist in coordinating and planning weekend event for highest contributors (and potentially media) on Cat Ba Island to see the monkeys, and participate in some photo-ops

## **Applicant Requirements**

- Native Vietnamese speaker with high English language proficiency
- Undergraduate or graduate student studying marketing or communications
- Knowledge and experience of social media marketing

Interested applicants are invited to send a letter and CV in English latest **by 27th August 2015** to Ms. Le Hong Viet via email [viet.hong.le@fauna-flora.org](mailto:viet.hong.le@fauna-flora.org) ; or FFI Vietnam Programme Office at: 340 Nghi Tam, Tay Ho, Ha Noi.

Only short-listed candidates will be contacted for interviewing.

For more information about FFI visit: [www.fauna-flora.org](http://www.fauna-flora.org)