

JOB DESCRIPTION

Job title: Communications Officer

Effective date: 28st August 2014

Department: Policy and Campaign

Location: Hanoi office with travels to the fields and internationally as required

Reports to: Communications and Campaign Coordinator

Type of contract: Fixed term/Regular

Staff directly supervised: 0

JD consulted with: SMT, SA, P&C

1. WORKING CONTEXT	
<p>Founded in the United Kingdom in 1972, ActionAid (AAI) is a unique international organisation, working with over 25 million people in more than 40 countries for a world free from poverty and injustice. ActionAid's head office is in Johannesburg. ActionAid is the only large international development organisation with head office based in Africa, with offices in Asia and the Americas connecting ActionAid's work in Europe.</p> <p>ActionAid started working in Vietnam since 1989, established its Representative Office in Hanoi in 1992. Since then, it has been focusing the work to end poverty and promote sustainable development in mountainous, remote and difficult regions as well as poor urban areas across Vietnam. ActionAid works in partnership with local partners in different provinces and applies Human Rights Based Approach to all of its works.</p>	
2. JOB PURPOSE SUMMARY	
<p>Facilitate and provide necessary support to implementation of ActionAid International Vietnam (AAV)'s communications activities set in Country Strategy Paper (CSP) with focus on social media and internal communication.</p>	
3. AUTHORITY	
<ul style="list-style-type: none"> ▪ Has full authority within approved budgets and plans ▪ Be member of Policy and Campaigns Department 	
4. KEY WORKING RELATIONSHIPS	
<p>Internal</p> <ul style="list-style-type: none"> ▪ Communications and Campaign Coordinator, Communications and Campaign Inspirator, Communications and Policy Intern, Finance and admin staff, Program and Policy staff ▪ ActionAid International Communication, Campaign and related teams 	<p>External</p> <p>AAV's partners, NGOs, media and networks</p>
5. MAIN AREAS OF RESPONSIBILITY	
<p>Key responsibilities / accountabilities</p>	<p>Key performance indicators</p>

<p>1. Contributes to the development of and implements overall strategies and plans for AAV's activities linking up with AAV's commitments in communication, campaign, policy advocacy and youth works</p>	<ul style="list-style-type: none"> ▪ AAI's communications and related activities as mentioned in the ActionAid's Global Strategy of People's Actions to End Poverty (GS) are prioritised and localised in line with CSP and Vietnam context. ▪ All communications works, particularly the social media are specified, formulated and implemented to deliver CSP in linking with AAI's strategy and for the benefits of community mobilisation, campaign element in the Human Right Based Approach (HRBA).
<p>2. Ensures the quality, consistency of all activities within the domain of communication works in AAV, in line with AAI's priorities and HRBA throughout AAV's programme and partnership following the Communication Strategy.</p>	<ul style="list-style-type: none"> ▪ Communication and related activities are implemented consistently throughout Local Rights Programmes. ▪ Programme priorities are coordinated between different communications works for a smooth and effective implementation. ▪ Monitoring and Evaluation indicators are well designed for the assessment of communications as required by ALPS, CSP and Communications Strategy. ▪ Problems or significant issues related to communications works that are identified in learning from field work and community concerns get followed up properly. ▪ Staff's and key partners' capacity building and coordination on communications are carried out.
<p>3. Carries out external communications to build a brand name and profile for ActionAid in Vietnam</p>	<ul style="list-style-type: none"> ▪ AAV's website, facebook, Youtube account and other social media tools are well administered. ▪ Press releases and policy briefs are well produced ▪ Press briefing/meetings/conference/interviews are well organized ▪ AAV's publications including design, translation and printing are undertaken, ensuring quality and adherence to the AAV's publication and contracting process and guidelines ▪ Reports/publications of the organization and different department are edited and printed on time and with good quality ▪ Events/ launch of programs are carried out according to work plan ▪ Films and different audiovisual items are produced with good quality
<p>4. Caries out internal communications to ensure AAV's staff share the same vision and communications between functional department go smoothly</p>	<ul style="list-style-type: none"> ▪ Intranet (HIVE), monthly newsletter, calendar of events are prepared and updated ▪ Communication platforms (e.g. regional newsletter, annual reports, online communication forums, etc.) are coordinated in consultation and coordination with AAI Communications Team. ▪ Supports are given to staff on compliance of communications policy and requirements (logo, letterhead, PowerPoint template, email signature, name card etc.) ▪ AAV staff capacity building on communications is implemented.
<p>5. Liaises, communicates and facilitates networking</p>	<ul style="list-style-type: none"> ▪ Network of media to support AAV's activities is established and maintained. ▪ Close communications and collaboration with AAI Communications and Campaign and related teams are well established ▪ Active participation in working groups, networks, campaigns locally and

	internationally is ensured
6. Safety & Security	<ul style="list-style-type: none"> ▪ Follow the Safety and Security Plan, Procedures and guideline by AAI and AAV
7. Other	<ul style="list-style-type: none"> ▪ Support to Fundraising activities, particularly the local branding work ▪ Support to public and youth mobilisations. ▪ Translation and proofreading when needed ▪ Other tasks as assigned by line manager are well performed
6. QUALIFICATIONS REQUIRED	
Education (Degrees/certificates required) <ul style="list-style-type: none"> ▪ Bachelor in Communications, Journalism, social science or international studies 	Work experience <ul style="list-style-type: none"> ▪ At least 3 years of practical work experience in communications or journalism, including experience of implementation of communication plans/strategies, preferably in an NGO/advocacy environment ▪ At least 2 years of intensive engagement in social communications
Technical knowledge/skills <ul style="list-style-type: none"> ▪ Proven experience working with social media ▪ Expertise on communications events and related organization, media, mobilisation and campaign ▪ Effective communications and presentation skills ▪ Sound knowledge and experience on poverty reduction and development issues ▪ Networking and partnership building techniques 	
Language <ul style="list-style-type: none"> ▪ Advanced level of English and Vietnamese 	
Attitude <ul style="list-style-type: none"> ▪ Independent and decisive ▪ Integrity and supportive ▪ Open for learning and solutions ▪ Team work as well as leadership ▪ Result oriented and Accountable 	Adherence to: <ul style="list-style-type: none"> ▪ Human Right-based approach ▪ Poverty and injustice eradication ▪ Gender equality

Approved & Signed

Agreed & Signed

Line Manager

Employee

Date

Date

Verified & Signed

Verified & Signed

Head of Department

HROD Manager

Date

Date

Approved & Signed

Country Director

Date