

TERMS OF REFERENCE
Internship for Supporter Development

Position Internship for Supporter Development	Contract duration: 1 st Dec 2015 – 31 st Dec 2016 with possibility of extension
Supervisor Resource Mobilization Coordinator (Supporter)	Duty station: AAV Hanoi office
Key working relationship All AAV staff and Partners	Commencement date As soon as possible
Working time Intern is requested to work full time (7.5 hours per day, from Monday to Friday)	Allowance Following the AAV’s cost norms Budget: Local fundraising (Code 008) – Staffing budget

General Context

Aiming to diversify and expand AAV’s funding base, AAV has now been working intensively in preparation for the grand launch of a supporter development programme in the country. In this strategic process, RMD has a mandate to work with the support and investment of the organization to establish an efficient system with a focus on building a competent fundraising team, fundraising system, work procedure, and developing various initiatives to target at local Vietnamese supporters. In addition, there is a set of great challenges and opportunities for AAV to develop and maintain supporter acquisition channels, which should be transformative, effective, and stable.

Based on the above context, a Supporter Development Intern was recruited to support RMD team with daily and admin processes related to supporter development programme during a fixed term of 1 year from 2nd Jan 2015 – 31th Dec 2015. Over the past period, it has been demonstrated in actual that the recruitment has proved to be efficient investment in helping reduce the current work load and gap of human resource in Resource Mobilization Department while helping save staff cost for AAV. The internship also brings a valuable opportunity for young and innovative people to be recruited as AAV’s intern, accumulate experience and skills on philanthropy and poverty eradication, grow up and making more significant contributions.

The staff who was working as Supporter Development Intern was promoted to be Resource Mobilization Consultant on 16th Nov 2015. Hence, RMD would like to propose to recruit another Supporter Development Intern with a fixed term from 1st Dec 2015 – 31st Dec 2016. This TOR is required to identify the area of work, requirement and attached benefits for this position.

Key tasks

Key responsibilities / accountabilities	Key performance indicators
1. Works under the close	▪ Well design marketing materials, including leaflets, posters, flyers,

supervision of RMC to develop supporter marketing materials for supporter recruitment programme	<p>newsletters, e-newsletter, video, selling kits, promotional products, etc.</p> <ul style="list-style-type: none"> ▪ Ensure liaison with graphic designers and printers to ensure marketing products are produced in timely, quality, and cost-effective manners ▪ Distribute marketing materials in an effective manner to prospects, supporters, and relevant parties
2. Ensure strong relationship with potential prospects/supporters	<ul style="list-style-type: none"> ▪ Ensure effective communication with potential prospects/supporters ▪ Respond to potential supporters' inquiries in timely and quality manner ▪ Regularly interact potential prospects, through induction workshops, seminars, receptions and exhibitions
3. Manage child sponsorship database system for assigned LRPs	<ul style="list-style-type: none"> ▪ Database of sponsors and child profiles are well managed both with hard copies and software (NK) ▪ Child messages, queries, correspondence are logged ▪ Child profile for top up and transfer processing. ▪ Photo updates at CP office processing. ▪ Letter & gifts from sponsor translation. ▪ Child message translation. ▪ Letters and CM merging for mailing. ▪ Other tasks (filling, check child profile data etc.)
4. Support and participate in local fundraising preparation to raise funds in Vietnam	<ul style="list-style-type: none"> ▪ Support with logistic arrangement or travel if necessary to local fundraising events ▪ Prepare fundraising materials as follows: sponsor forms, branding materials, uniform and other materials ▪ Support with admin work for launching CS program in the country
5. Others	<ul style="list-style-type: none"> ▪ Translate and monitor documents ▪ Other tasks as assigned by line manager are well performed.

Qualifications

- Education (Degrees/certificates required): University degree in social science/ Business management/marketing/economic development or any relevant field.
- Excellent language skills in Vietnamese and proficiency in English Good analyzing and logical thinking skills
- An interest in humanitarian issues and sound knowledge on poverty reduction strategies/ plan and development issues
- Good understanding of child rights and child related issues
- Committed and honest
- Self-motivating personality

Opportunities

- Taking part in international partnership development activities
- Working in a global professional environment
- Developing career development in one of the biggest INGOs in Vietnam

Other benefit and responsibilities

- ActionAid International Vietnam will write reviews and acknowledge after the collaboration period of the Intern with AAV if s/he meets the requirements of AAV and at his/her request to apply to other organizations.
- The intern is expected to follow the Intern Policy and other related policies of AAV.

- The Intern is required to keep all information and data of Resource Mobilization Department confidential and for internal use. If s/he discloses such information to a third party outside AAV, s/he will be responsible for that loss of intellectual property and his/her contract will be terminated immediately by AAV.

How to apply

Written application letter in English together with full curriculum vitae should be sent to job.aav@actionaid.org by 25 November 2015 (please indicate subject as: Application for the post of Supporter Development Intern)