



TERMS OF REFERENCE

Position Title: Communication Specialist
Reports to: Public Outreach Director
Main place of work: Hanoi, Vietnam

BACKGROUND

The USAID Governance for Inclusive Growth (GIG) Program (the Program) aims to assist Vietnam's efforts to achieve sustainable and equitable economic growth by working with the Government of Vietnam, its private sector, and civil society organizations to maintain momentum in expanding market reforms, institutional modernization, and global integration in trade. Further, the Program strives to ensure that growth reaches all segments of Vietnam's population by implementing targeted initiatives to address the unique challenges faced by historically disadvantaged and vulnerable groups, as well as to empower women.

The Program has five high-level objectives:

1. Increased trade and investment
2. Enhanced private sector competitiveness
3. Strengthened rule of law and judicial effectiveness
4. More effective public administration and financial management
5. Greater social and economic inclusion for all citizens

The Program provides technical assistance, training, and other direct support to the government, led by the prime program partner, the Ministry of Justice (MOJ), to strengthen policy-making, implementation, oversight, performance management, and other accountability mechanisms. It promotes greater exchange, networking, and sharing of information nationwide within and between the government, private sector, and civil society organizations, including social organizations, research centers and universities. Program activities include: providing training programs and workshops, data collection and analyses, public awareness forums and communications campaigns; technical assistance particularly in relation to Vietnam's commitments under the Trans-Pacific Partnership (TPP); grants to empower and increase economic participation of women, ethnic minorities, and other vulnerable groups; and facilitation of innovative partnerships with the business community.

RESPONSIBILITIES OF THE POSITION

The Communication Specialist will work with the program's Communications Team to support government outreach and improve the media's public policy reporting.

The Communication Specialist will develop and coordinate public outreach functions for the Program, building relations with relevant departments and agencies within the GIG Program's government counterparts and non-government partners to effectively deliver technical assistance. Supported by the Public Outreach Director, the position will coordinate and manage the work of technical consultants to assist with communication capacity-building, training, and stakeholder engagement in collaboration with the Program's

government counterparts. The Communication Specialist will ensure timely production and dissemination of high quality media and communications materials across multiple channels, and will work closely with technical staff, M&E, grants and others to enhance communication of Program outcomes.

Principal duties and responsibilities of the position include:

- Coordinate with the Program's government counterparts and non-government partners to identify priority areas for technical assistance, and develop and manage communication training activities;
- Coordinate technical consultants to implement communication capacity building, training, and stakeholder engagement activities;
- Work closely with technical staff, M&E, grants and others to share information and develop messages and information products for a variety of channels;
- Support the design, development and implementation of media and communications materials, activities, and functions;
- Leverage dissemination of public outreach and communications products by developing, nurturing, and monitoring diverse national and regional distribution channels through networks of civil society organizations, local newspapers, radio and TV to promote inclusiveness and participation;
- Visit project sites to support reporting and development of promotional materials;
- Attend networking events as required;
- Translate materials to and from English and Vietnamese when required; and
- Undertake other duties as assigned.

PLACES OF WORK

Main place of work will be Hanoi, Vietnam, with travel inside the country as required.

QUALIFICATIONS AND KEY COMPETENCIES

- Experience developing and coordinating training/capacity building in communications, public outreach or media for a range of stakeholders including government, media and social organizations;
- Significant experience in media management and a thorough understanding of the media landscape and public relations practices in Vietnam;
- Prior experience and an understanding of Vietnam's law and governance processes is preferred;
- Experience coordinating with the Government of Vietnam and demonstrated ability to build relations with diverse stakeholders from government, media and social organizations;
- Experience utilizing a broad range of contemporary and traditional media, including social media, and communications tools;
- Strong understanding and/or experience working with international aid organizations and partner government agencies in a development context;
- A demonstrated ability to write persuasively for a variety of audiences;
- Demonstrated experience in communicating prescribed messages and other stories using plain language to achieve maximum impact;

- A demonstrated commitment to high quality communication through a strong focus on quality assurance, attention to detail and editing;
- Experience working on a technical assistance program working with USAID, international donor or international non-government organization; and
- High level interpersonal, communication and cross-cultural skills, including the ability to convey concepts clearly and to understand and meet the needs of a range of stakeholders.

EXPERIENCE AND EDUCATION

- **Education:** Tertiary qualification in Media, Communications or other relevant field;
- **Language Skills:** Excellent written and spoken English, and fluent Vietnamese required.

HOW TO APPLY

Applications will be reviewed on a rolling basis but the position will remain open until filled. To apply, please submit a cover letter and CV only to HR@VietnamGIG.com. Other supporting documents are not required until the final round of interview. Please include the position title in the subject line email following this format: Application - Name of position – Your full name. Only short-listed candidates will be contacted. No telephone inquiries please.