

TITLE: PR & Communication Officer
DEPARTMENT: Development – HCMC office
REPORTS TO: Development Director
MANAGER OF: N/A
PERIOD: 12 months

GENERAL SUMMARY OF DUTIES

The overall responsibility of this incumbent is to develop and manage an effective PR & communication strategy for the organization internally and externally.

ESSENTIAL FUNCTIONS:

1. PR & Communications

Internal

- Build and implement general communication plan
- Build and take part in implementation of crisis communication plan
- Develop content and assist to manage social media channels like: Facebook, Page, Blog, Website etc.
- Update news, events and activities related to the organization work in social media
- Produce and update communication materials in English and Vietnamese, e.g. leaflets, fact sheets, newsletter, videos
- Assist the team to update and manage database of resources like photos and videos
- Support in developing and updating network databases
- Support in circulating information and knowledge in an interactive way with sponsors, donors, supporters and partners.

External

- Improve brand awareness of the organization by developing and communicating key information and messages to relevant audiences
- Establish appropriate PR & communication plan to promote the organization, specially fundraising activities
- Prepare press release and content of mass media
- Support to develop and maintain excellent relationships with press and shared interest media agencies
- Attend network meetings
- Assist in receiving visitors
- Assist team in fundraising activities

2. Others

- Support relevant departments in conducting internal communication activities such as staff meeting, team building etc.
- Undertake other duties as and when required.

