

Communications Manager (CM)

Position title: Communications Manager (CM)

Workplace: Hanoi, with domestic travels

Term: 1 year

Reports to: CEO

Supervises: Communication Officer (CO)

Relates to: CSIP team, Funders, Investors, Implementing Partners, Officials, Media, Community & Intl Networks

Job Summary:

The Communications Manager (CM) will, with assistance of Communication Officer, support CEO to lead the overall communication and network development strategies to: 1/ deliver CSIP's communication objectives on public awareness raising, public relations and campaigning; 2/ promote and communicate CSIP's program interventions to target audience; 3/ build a strong network among social enterprises and connect social enterprises to other stakeholders in the field

Key Duties and Accountabilities:

1/ Branding and Public Relations: To promote CSIP as a leader and pioneer in building social entrepreneurship field in Vietnam in order to engage Government, private sector and community in achieving CSIP's vision and mission.

Under supervision of CEO and with support of CO, CNM will:

- Develop and deliver CSIP's PR plan and strategy which reflects the organizational strategic vision and mission
- Develop and manage relationships with media to maximize media opportunities for CSIP and Social Enterprises and build relationships with other key stakeholders
- Develop branding's initiatives to enhance CSIP's visibility and position in social entrepreneurship field
- Develop and maintain CSIP website and other communications platforms such as newsletters, social media, workshop, events, printed documents and ensure growing public views
- Develop communication materials package

2/ Public awareness and campaigns: To Inspire, build Visibility of social enterprises to public and policy maker

Under supervision of CEO and with support of Program Manager, CNM will:

- Conduct innovative public campaign to raise public awareness of Social Enterprises movement and enhance public positive consciousness to Social Enterprise

- Publicize Social enterprise's image and story-telling through different communication channels

3/ Program's Communication: To promote and provide communication technical support to the implementation of CSIP's programs and business promotion activities.

In collaboration with Program Manager and other team members, with support of Communication Officer, CNM will:

- Promote CSIP's intervention programs through developing promotion materials, organising events, workshops
- Organise trainings for SEs on communication and branding
- Develop and maintain the program's promotion library (clips, photos, printed material...)

4/ Networking: To build a strong network among social enterprises and connect social enterprises to other stakeholders in the field. Provide active roles in building and maintaining CSIP networks.

With support of Program manager, Program Officer and CO, CNM will lead the development of:

- Online and offline social enterprise community to increase visibility and tighten connection and support among social enterprises
- Grow online and offline platform of Social Enterprise supporters including policy makers, donors, investors, and technical providers, business partners to enhance their participation to support Social Enterprises, to enhance business cooperation opportunities and funding for Social Enterprises.
- Maintain CSIP's networks with international and local partners, social enterprises, collaborators and others.

5/ Other

- Support CEO to develop and maintain partnership with key stakeholders (Board, government, corporate, donors, investors, service providers and social enterprises)
- In collaboration with other managers to negotiate and follow-up partnership agreements and keep a clear and smooth communication between relevant parties.
- Support CEO to develop partnership reports, as requested
- Comply with financial regulations and procedures; track relevant project expenditures; reviews and verifies financial reports.
- Liaise regularly with other staff, finance and administrative team and perform any other tasks as agreed for overall operational needs in addition to those agreed with CEO.

Requirements:

- Strong desire to use his/her own professional expertise to support social enterprises to create positive social and environmental impact
- BA Degree is required, master degree on communication or marketing is a plus

- At least 2-year experience at similar position with an international agency or corporation
- Strategic thinking and analysis
- Excellent skills in working with media, including social media
- Sound experience in project management
- Good written and verbal communication and presentation skills in both Vietnamese and English, other language proficiency is a plus
- Work independently and professionally
- Good team work
- Be highly motivated with a positive attitude and able to work under pressure
- Be constantly adapt to a changing environment

How to apply:

Interested candidate should send CV and letter of interest to email hr@csip.vn before 27 April 2016.
Only shortlisted candidate will be contacted.