

Marketing and Communications Manager

Fauna & Flora International (FFI)'s mission is to conserve threatened species and ecosystems world-wide, choosing solutions that are sustainable, are based on sound science and take account of human needs.

FFI's strategy to achieve this mission is to work with in-country organizations at all levels to support them in identifying and implementing country led sustainable solutions.

FFI is now recruiting a Marketing and Communications Manager

JOB TITLE: Marketing and Communications Manager

DUTY STATION: FFI Country Office, Hanoi

REPORTING TO: FFI Country Director

PURPOSE: To raise FFI's profile and engage the Vietnamese youth in conservation awareness, education, and action.

The Marketing and Communications Manager's main objectives are to promote conservation activities and education amongst Vietnamese youth as well as in the international and diplomatic communities. We're looking for someone creative, dynamic, enthusiastic, with an international and cross cultural mindset who can build FFI's brand and profile, especially amongst Vietnamese youth.

Main duties:

- Communications: Traditional, Online, Social
- Develop online and paper content for posting and distribution
- Create and manage Facebook, Instagram accounts
- Update and manage website content
- Create initiatives and marketing platforms to drive people to the FFI Facebook, Instagram, and website.
- Develop template materials for future communication and fundraising efforts
- Manage communications staff and interns
- Identify opportunities for FFI to participate in public events (example HIWC Bazaar, school fairs etc) to raise profile
- Develop products for sale which promote FFI Vietnam's work and profile
- Develop annual marketing communications strategy
- Liase with Cambridge Office on projects and communications initiatives
- Manage a promote Vietnam's Wildlife Warriors Programme
- Develop and manage an educational awareness initiative, cross promoted with VWW

Fundraising

- Secure meetings with Embassies, international businesses, and Chambers of Commerce to obtain funds for projects:
 - Target Embassies: US, UK, Australia, Sweden, France, Brazil, Peru, Denmark, Netherlands, Irish, Canada, Germany, Belgium, Argentina, Finland etc...
 - International Businesses: WorldBank, HSBC, IndoChina Capital, Consortio, Blue Cross, Vietnam Backpackers, Peak Travel, Indochina Travel, Savills, CBRE, Concordia, BIS, Intrepid Tours, Cathay Pacific, Accor Hotels etc...
 - Chambers of Commerce: Canada, American, EuroCham, Norcham, BBGV
- Plan and host a fundraising events. 1 upscale, black tie and several smaller scale initiatives to raise profile in the community and funds.
- Liaise with local businesses to promote FFI initiatives and products “Wildlife Warriors” and “Save Vietnam’s Monkeys” t-shirts.

Other Duties

- Work with the country director to continue developing concepts for building FFI’s profile in Vietnam.
- Liaise with FFI UK communications department to ensure integration of FFI Vietnam’s strategy.
- Identify and source images and other promotional materials as required by the program including development of a photo library.
- Other duties as reasonably required as a communications and fundraising position.

DESIRED SKILLS:

- Brand Building
- Social Media
- Cross Cultural Experience (International, or work at an International Company)
- Management
- Marketing Strategy
- Content Development
- Developing Marketing and Educational Platforms
- Networking
- Event coordination and Management

HOW TO APPLY

Applications, consisting of a covering letter explaining why you are applying for the position and relating your experience and skills to the role, a full CV, and contact details for two referees (who will not be approached without your permission), should be submitted to Ms. Le Hong Viet via email at viet.hong.le@fauna-flora.org; or FFI Vietnam Programme Office at: 340 Nghi Tam, Quang An, Tay Ho, Ha Noi.

Please mark the subject line of your application “Marketing and Communication Manager”

The closing date for applications is Thursday 23rd June 2016

Only short-listed candidates will be contacted for interviewing

For more information about FFI visit: www.fauna-flora.org