

## **Communications Officer**

### **Background**

VSEP is a Global Affairs Canada–funded project designed to strengthen Vietnam’s Technical and Professional Education and Training sector to better serve the Vietnamese growing economy. The project’s goals are to strengthen Vietnamese capacity for TVET leadership and management at national and provincial levels through the establishment of two Training Centres for Advanced Management (TCAMs) located at VNU-HCM and at National Institute for Education Management (NIEM) in Hanoi. The project will also strengthen the management of the education system in three provinces (Binh Thuan, Hau Giang and Vinh Long) and improve the performance of one leading institution in each province namely Binh Thuan Community College, Hau Giang Community College and Vinh Long Community College by developing exemplary market-driven college level programs in each.

### **Scope of Work**

VSEP is based at Vietnam National University - Ho Chi Minh (VNU-HCM) and is seeking the services of a Communications Officer. The Communications Officer will be a full-time position managed by the Canadian Field Project Director in the Canadian Field Office, which is co-located with the Vietnamese Project Management Unit in VNU-HCM. The project started October 28, 2014 and will run until January 31, 2020. The Communications Officer will work with a team of 5 office staff and numerous consultants, Vietnamese and Canadian, to achieve the objectives of the position. The position will require infrequent travel to Hanoi and to the three provinces. The Communications Officer will be hired on an annual renewable contract.

### **General Responsibilities**

The Communications Officer will be responsible for all communications related to the project. The main language of the project is English; however, key communications documents will need to be translated from English to Vietnamese. The objectives of the position are to develop and manage the project brand; to promote the Canadian Community College model as a strong and viable model for Vietnam to create a high skilled workforce for the emerging economy; to raise the profile of the project and its activities; to act as coordinator and liaison for project consultancies or activities related to image-building; to ensure information-sharing among stakeholders; and to develop and manage a document management system to ensure the sustainability of lessons learned and knowledge products created.

### **Specific Responsibilities**

- Communications Strategy
  - Develop a Communications strategy for VSEP paying particular attention to each of the relevant audiences, key messages, and appropriate products and media to reach targeted audiences. Test strategy segments with key audiences using focus groups and other methodologies.
  - Share and continuously update the Communications strategy to achieve the objectives of the project

- Pay particular attention to ensuring communication of VSEPs cross cutting themes of Gender, Environment and Governance
- As part of the Communications Strategy, in collaboration with VSEP staff and consultants develop key messages for the project and ensure the messages are known to staff and consistently and vigorously used in the project materials
- Produce or Coordinate Production and Management of Project Materials
  - Establish a document management system for the products of the project and provide support and direction to the Logistics Coordinator for its maintenance. Ensure that the stakeholders are kept well informed of the documents
  - Ensure a consistent 'look' for all materials
  - Develop a regular Newsletter, either paper or online, ensure circulation and track success
  - Develop Press Releases for activities
  - For key initiatives, such as the College Partnerships, develop videos and other promotional materials
  - Translate communications materials as necessary
- Media
  - Develop, update and manage project website, ensuring information is current and a source of lively interaction through blog space or other interactive means. Track and report on use of website and make recommendations for continuous improvement
  - Manage social media related to VSEP project such as Facebook, YouTube, Twitter, etc.
  - Manage all multimedia generated through the project such as photos, videos, presentations
- Support
  - Supervise or directly manage media events
  - Coordinate and supervise project activities related to media (e.g. Develop a Social Media Strategy for colleges)
  - Work closely with Admin Officer to support event planning including arranging for banners and other materials
  - Scan the media to identify relevant information that would inform the project, and share appropriately
  - On request source information for management
  - Serve as photographer as required to document project activities and manage and share photos appropriately

- Collaborate with Canadian Project Office in preparing and circulating materials
- Provide advice to the project from Communications perspective
- Contribute to the development of Annual Workplans, Annual and Semi-Annual reports and other documents as required
- Liaise with other organizations to promote communications

### **Gender Equality**

- A key goal of the Vietnamese Government is to expand access to vocational and technical skills training for women and ethnic minority groups. To support this goal, VSEP is implementing a gender mainstreaming approach. Gender mainstreaming is a strategy for achieving gender equality by ensuring that women's as well as men's concerns and experience are an integral part of the design, implementation, monitoring and evaluation of project activities. In keeping with the gender mainstreaming approach, all project staff and TA consultants are expected to contribute to the achievement of the project's planned results by ensuring awareness of gender concerns specific to their field of expertise are incorporated into their work.

**Timelines:** July 15, 2016 – July 15th, 2018 (renewable for additional 16 months)

### **Qualifications and Experience**

The Communications Officer will have proven experience and expertise in the field of Communications and Media Relations. The qualifications and experience for the Communications Officer include:

- Minimum of a Bachelor's Degree in Communications or a related area
- Current relevant professional skill development (Workshops, Training Programs, etc.) in the field
- At least 5 years' experience in the field of Communications and Media Relations preferably in a donor environment
- Demonstrated experience in website management, preferable WordPress
- Excellent computer skills, particularly in the Microsoft Office and specific Communications-related software, e.g. Publisher, Photoshop and Data Management

The applicant will be expected to present a Portfolio of exemplary work at the interview.

### **Language Requirement**

Excellent English Language skills. The VPC must possess a level four (4) proficiency in reading, writing and oral English and level four (4) proficiency in reading, writing and oral Vietnamese.

The description associated with the language requirement can be found at the following website: [http://www.international.gc.ca/ifait-iaeci/test\\_levels-niveaux.aspx?lang...](http://www.international.gc.ca/ifait-iaeci/test_levels-niveaux.aspx?lang...)

To apply for this position, forward your CV and letter of application to the Canadian VSEP field office not later than July 1st, 2016, attention Binh Mai, at [binhmq1@vsep.edu.vn](mailto:binhmq1@vsep.edu.vn)