

**TERMS OF REFERENCE**

Communications Consultant - Policy & Campaigns Department

<b>Position:</b> Communications Consultant	<b>Contract duration:</b> 1 year
<b>Supervisor</b> Communications Officer	<b>Duty station:</b> AAV Hanoi office with travel when required
<b>Key working relationship</b> All AAV staff and Partners	<b>Commencement date</b> 2 <sup>nd</sup> February 2017 -31 <sup>st</sup> January 2018
<b>Working time</b> Full time position	<b>Allowance/Fee &amp; Budget Code</b> 500,000 VND per working day from Policy and Campaign budget

**1. General Context**

Founded in the United Kingdom in 1972, ActionAid (AAI) is a unique international organization, working with over 25 million people in more than 40 countries for a world free from poverty and injustice.

ActionAid has been working in Vietnam since 1989 and established its Representative Office in Hanoi in 1992. Since then, it has been focusing on initiatives to end poverty and promote sustainable development in mountainous, remote and difficult regions as well as poor urban areas across Vietnam. ActionAid works in partnership with local partners in different provinces and applies Human Rights Based Approach to its entire work.

AAV is currently operating under the framework of its CSP V (2012 – 2017), focusing on five Program Priorities (PP), including: (1) Promote alternative livelihoods and sustainable agriculture; (2) Advance accountability and people-to-people solidarity for social change, increase youth leadership and civil society credibility; (3) Promote equal access to quality education for children; (4) Respond to disaster and climate change impacts with people-centered alternatives; (5) Build social and political alternatives for women and girls.

Currently, Policy and Campaigns Department lacks human resources to support the delivery of all commitments on communications and AAV’s image. In addition, AAV is implementing many projects such as PFG, EC2, IrishAid, ECHO which require a number of communication products. This, hence necessitates the recruitment of a communications consultant to design communications products for communications work.

**2. Purpose of the Role**

- To provide support to AAV’s communications work
- To design communications products to strengthen AAV’s, partners and donor’s visibility and image

**3. Scope of work & deliverables**

Scope of work	Deliverables
Designing communication products	<ul style="list-style-type: none"> <li>▪ Products mock-ups for PR materials are designed timely and with expected quality/innovation)</li> <li>▪ Communications materials are designed on time for events and campaigns</li> </ul>
Producing film for AAV and AFV	<ul style="list-style-type: none"> <li>▪ Films and designs are provided comments and inputs for agencies.</li> <li>▪ AAV's and AFV's short video will be produced which follow AAV's brand guideline</li> </ul>
Reviewing/editing relevant media articles & post on AAV and AFV website and facebook  Performing other related duties as assigned	<ul style="list-style-type: none"> <li>▪ AAV articles for publication are edited on time and professionally</li> <li>▪ AAV news and film will be posted in AAV and AFV website and Facebook disseminated</li> <li>▪ Other tasks assigned by the Line Manager are well performed</li> </ul>
Safety & Security	<ul style="list-style-type: none"> <li>▪ Follow the Safety and Security Plan, Procedures and guideline by AAI and AAV</li> </ul>

#### 4. Person Specification

Knowledge and Experience	
<i>Essential</i>	<i>Desirable</i>
Excellent understanding of communications work.. High competence in using Adobe Illustrator, Adobe Photoshop, Adobe In Design or Corel Draw	Experience in designing communications materials for INGOs/NGOs
Excellent knowledge of producing video and using movie maker software	Excellent skill in producing video and using movie maker software
Experience and knowledge of managing websites, social media and fan pages	Experience in managing websites, social media and fan pages
Skills and abilities	
Excellent written and spoken English and the ability to translate complex material and data into clear and concise materials and reports	
Excellent negotiation and presentational skills and the ability to communicate effectively at all levels and across cultures	
Ability to work well in a team and establishing excellent relationships with colleagues from different functions	

#### 5. Education & Experience

QUALIFICATIONS REQUIRED	
<b>Education</b> <ul style="list-style-type: none"> <li>▪ A Bachelor degree in communications , or related discipline</li> </ul>	<b>Work experience</b> <ul style="list-style-type: none"> <li>▪ Minimum of two year experience working in communications and designing</li> </ul>

	communications materials. Sound experience in producing video and managing social media and website
<b>Attitude</b> <ul style="list-style-type: none"> <li>▪ Sociable, responsive, committed</li> <li>▪ Accountable</li> <li>▪ Teamwork</li> </ul>	<b>Adherence to:</b> <ul style="list-style-type: none"> <li>▪ Human rights-based approach</li> <li>▪ Poverty and injustice eradication</li> <li>▪ Gender equality</li> </ul>

**6. Payment (Rate of fee/allowance per working day, insurance provided, time of payment)**

- The Communications Consultant will be paid 500,000 VND per working day. The above allowance includes all related fee, PIT and insurance coverage except for 24/7 Accident and Health Care Insurance which is covered by AAV.
- All field travels will follow AAV's policy and procedures

**7. How to apply**

- Written application in English, stating why you are suitable for the post, together with full curriculum vitae, certified copies of available degrees should be submitted by **28th January 2017** to [job.aav@actionaid.org](mailto:job.aav@actionaid.org), Subject: Communications Consultant - 2017 or **ActionAid Vietnam**, Attn.: Human Resources & Organizational Development Department, 5th Floor, 127 Lo Duc Street, Hai Ba Trung District, Hanoi
- Only short-listed candidates will be contacted. Applications will not be returned.
- Candidates from (gender, ethnic or others) minority groups are encouraged to apply.