

Job Title:	Manager, Communications		
Reports to:	Operations Director	Job Family:	Executive Director Office
Location:	Hanoi office with travels to the fields and internationally as required		
Direct Reports:	Communication Assistant.		
Role Overview			
Being a member of Executive Director Department the Communications Manager provides necessary support to implementation of ActionAid Vietnam (AAV)'s communications activities set in Country Strategy Paper VI (CSP VI) with focus on social media and internal communication. He/she has full authority within approved budgets and plans.			
Role Accountabilities			
Key Accountabilities/ Responsibilities:	Activities		
[I] Organisational and Corporate Development/ Representation	<div>1. AAI's communications and related activities as mentioned in the ActionAid's Strategy 2028: Action for Global Justice are prioritized and localised in line with CSP VI and Vietnam context.</div> <div>2. All communications work, particularly the social media are specified, formulated and implemented to deliver CSP in linking with AAI's strategy, women's rights and GRPS projects and for the benefits of community mobilisation, campaign element in the Human Rights Based Approach (HRBA).</div> <div>3. Successful campaigns are analysed, and lesson learnt are reported as appropriate.</div>		
[II] Brand management	<div>4. Communication and related activities are implemented consistently throughout Local Rights Programmes (LRPs).</div> <div>5. Programme priorities are coordinated between different communications works for a smooth and effective implementation.</div> <div>6. Monitoring and Evaluation indicators are well designed for the assessment of communications as required by CSP VI and Communications Strategy.</div> <div>7. Strategies and campaigns across print, broadcast and online platforms are developed to build up the credibility of AAV's image</div> <div>8. Support in ensuring all communication products will follow donor's and ActionAid's identity requirements.</div>		
[III] Internal and External communications	<div>9. Press releases and policy briefs are well produced.</div> <div>10. Press briefing/meetings/conference/interviews are well organized.</div> <div>11. AAV's publications including design, translation and printing are undertaken, ensuring quality and adherence to the AAV's publication and contracting process and guidelines.</div> <div>12. Events/ launch of programmes are carried out according to workplan.</div> <div>13. Films and different audio-visual items are produced with good quality.</div> <div>14. AAV's website, Facebook, YouTube account and other social media tools are well administered.</div> <div>15. Communication platforms (e.g. regional newsletter, annual reports, online communication forums, etc.) are coordinated in consultation and coordination with AAI Communications Team.</div>		

	<p>16. Supports are given to staff on compliance of communications policy and requirements (logo, letterhead, PowerPoint template, email signature, name card etc.).</p> <p>17. AAV staff's and key partners' capacity building on communications is implemented.</p>
<b>[IV]</b> <b>Partnerships management and Networking</b>	<p>18. Network of media to support AAV's activities is established and maintained.</p> <p>19. Close communications and collaboration with AAI Communications and Campaign and related teams are well established.</p> <p>20. Active participation in working groups, networks, campaigns locally and internationally is ensured.</p> <p>21. Support to progressively positioning AAV in networks and coalitions through purposive engagement with CSOs, media, academia, and authorities at national, regional, and local levels.</p>
<b>[V]</b> <b>Budgeting and Planning</b>	<p>22. Develop, manage, monitor, and update the annual budget for PP1 Department to ensure the sound management of PP1 budget</p> <p>23. Review and approve program concept and plan to ensure the alignment to the CSPVI and annual plan and budget</p> <p>24. Conduct regular field visits to programme areas to provide support, supervision, and guidance on programme implementation</p>
<b>[VI]</b> <b>Financial and Contract Management</b>	<p>25. Control the expenditure and the disbursement of resources of the budget in charge to be complied with financial policy.</p> <p>26. The printing, communications products and media contracts which related to AAV general Communications are managed.</p>
<b>Others</b>	<p>27. Support to build new projects</p> <p>28. Other task as assigned by line manager are well performed</p>
<b>Person Specification</b>	
<b>Education &amp; Certifications</b>	<ul style="list-style-type: none"> <li>• Bachelor's in marketing, communications, Journalism, social science or international studies.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 5 years of relevant work experience.</li> <li>• Engagement in social communications is preferable.</li> </ul>
<b>Essential knowledge and skills</b>	<ul style="list-style-type: none"> <li>• Proven experience working with social media.</li> <li>• Expertise in communications events and related organization, media, mobilization and campaign.</li> <li>• Effective communications and presentation skills.</li> <li>• Networking and partnership building techniques</li> <li>• Sound knowledge and experience on poverty reduction and development issues.</li> <li>• Creativity and quick response to new trend.</li> </ul>
<b>Others</b>	<ul style="list-style-type: none"> <li>• Safety and security</li> <li>• Sexual harassment</li> <li>• Fundraising</li> </ul> <p>Adherence to:</p> <ul style="list-style-type: none"> <li>• Human Rights Based Approach</li> <li>• Poverty and injustice eradication</li> <li>• Gender equality</li> </ul>



## Job Description and Person Specification

This job description covers the main task and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

It is part of every staff member's responsibility to contribute to AAI's mission and comply with AAV's competency, AAI's values, which are: Mutual respect, Equity and Justice, Honesty and transparency, Solidarity with the poor, Courage of conviction, Independence, Humility.

Prepared by  
HR Department

Signature

Date:

Reviewed by  
Executive Director

Signature

Date:

Accepted by  
Name of Staff

Signature

Date: