

JOB DESCRIPTION

Position Title	: Communication and Campaign Specialist (CC Specialist)
Location	: Hanoi with occasional travel to the field
Length of the contract	: 1 year contract term and can be extended
Salary range	: Negotiated; based on qualifications and experiences
Line manager	: Managing Director
Working relations	: Management Board, Project officers
Supervises	: Communication intern(s)

I. JOB SUMMARY

Position overview:

Overall, the position of **Communication and Campaign Specialist** (CC Specialist) shall be responsible for promoting the growth of CDI through enhancing the organization's public image and profile and coordinating public awareness activities. This includes but not limited to the development of CDI's communication strategy and plans, design of communication events and campaign, support to the Program team on communication and management of CDI's communication channels and publications. The CC Specialist also participates in advocacy and networking in relevant development program/projects and/or joint initiatives. This position will work with a wide range of partners, staff, and external stakeholders. Strategic thinking, creativeness and effective management of relationships will be critical to success in the role.

Background information of the program/project(s):

In particular, the Communication and Campaign Specialist will be in charge of communication activities under STITCH program, a 5-year project of advancing workers' rights in garment industry. S/he will work closely with the STITCH Project Coordinator to ensure that communication activities and campaign will contribute to the overall objectives of the project.

II. SPECIFIC DUTIES AND RESPONSIBILITIES

1. Development of Communication Strategy and plans

- Review current communication plans of CDI and develop the new Communication strategy for the new Program Strategy (2021-2025)
- Conduct research on the attitudes and perceptions of the target audience
- Monitor relevant forums, social media sites, product review sites and the press to assess attitudes toward CDI, in order to build positive and supportive attitudes toward CDI's reputation and image;
- Identify opportunities to do CDI's branding, raise public awareness on CDI and social entrepreneurship
- Develop and deliver CDI's annual communication plan and budget



2. Management of CDI's communication channels and publications

- Manage and facilitate/coordinate the CDI's communication channels, including *website, Facebook, Youtube, Flickr, news publication and other media channels*
- Liaison with technical teams to ensure the website and Facebook's high functioning and reaching to target audiences
- Lead the development of CDI's communications materials, from conception to production and dissemination including design, translation and printing
- Coordinate with other staff to collect and prepare inputs for communications materials (articles, stories, reports, newsletters and other publications)
- Lead the development of CDI's annual reports
- Ensuring quality of CDI's publications and ensure all materials adhere to CDI's and donor's guidelines and requirements

3. Fundraising

- Identify funding opportunities for the program, particularly in engaging the private sector
- Participate in designing communication component in new program/project proposals
- Support/participate in developing strategies to work with individual, corporate and institutional donors.

4. Support to Project/Program team

- Ensure that local partners understand CDI's regulations and donors' requirements of communication
- Provides technical support and input to Project Coordinators, officers and partners in communication, networking and advocacy
- Ensure the regular updates of program/project activities on CDI's channels
- Support the project team to plan for campaign and key events and prepare media packages
- Advise and provide inputs on communication aspects of advocacy, campaigns and project-level activities, e.g. communication channels, key messages, etc. so as to enhance the impacts of each activity and of CDI work
- Lead the development of major campaigns
- Generate press releases on major events and outputs
- Press briefing/meetings/conference/interviews are well organized
- Supervise Communication consultants and service providers for quality and time
- Provide photography and video shooting, collecting news from internal and external events
- Successful campaigns are analyzed, and lesson learnt are reported as appropriate

5. Internal communication

- Manage Internal communication: staff newsletters, internal communication improvement
- Constructively collaborate with colleagues to achieve the organizational goals;
- Expand the capability and development of CDI staff by utilizing mixed interventions e.g. sharing the knowledge, experiences and expertise, coach junior staff/outsource, etc.



- Delivers high quality work that provides a conducive environment to our operating environment;
- Manage tasks assignment amongst the team and joint planning with other teams
- Supervise and conduct OKR development & assessment
- Comply with all legislations and the organization’s policies and procedures.

6. Partnership and Networking

- Contribute to develop and maintain good relationship between CDI and international/ national/ local stakeholders; NGOs; research institutions; media, etc.
- Actively engage media and public in CDI’s program’s activities and impacts
- Manage and develop a data bank of relevant journalists/media agencies
- Actively network with relevant working groups, actors, corporates, government agencies to develop and implement joint initiatives and advocacy events at local or/and national level(s).

7. Other duties

- Other duties or responsibilities as agreed with the Management.

III. REQUIREMENTS

1. Values and Behavior

- Agree and commit to CDI's core values
- Promotes and support organizational culture, growth, performance and image;
- Actively supports the organization commitment to the core values and policies;

2. Qualification & experiences

- Bachelor/Master’s Degree in Communication, Development/Social Studies, or related field
- Minimum 5 years of related working experience in communication either in a company/agency or a NGO
- Experience with assessing behavior through polling or surveys, quantitative and qualitative social science research, use of social media or community approaches to influence behavior, developing communications strategies to influence behavior
- Proven records of successful media engagement and/or campaign organization
- Professional experience in website/ social medias development and management
- Understanding of labor rights issues is an advantage

3. Language

- Good written and verbal communication in both Vietnamese and English

4. Core Competency

- A creative mindset that can translate conceptual ideas into products, events
- Expertise and experience with the use of different media (magazines, digital learning platforms, social media);



- Good skill in graphic designing, movie editing, Photography or filming is an advantage
- Excellent presentation, interpersonal and communications skills
- Excellent organizing and planning skills

5. Others

Working with People:

- Respect for the views and contributions of other team members;
- Build team spirit and reconcile conflict; be able to work independently and with the team.

Communicating Effectively:

- Effectively share information among others to reach a common understanding;
- Be proactive in communicating and keeps the needs of the receiver in mind in particular internal and external stakeholders and clients;
- Follows up on communications;
- Engages in constructive 2-way feedback; listens actively and consults others as required before communicating
- Professional experience in the use of social media

Drive for Results:

- Set high standards for quality of work;
- An energetic self-starter with resilience, fast pace, interpersonal skills;
- Ability to work under pressure and with flexible time
- Innovative and creative in solving problems;
- Be responsible and strong attention to detail;
- Ability to travel locally, regionally and internationally, for approximately 30% of the total working days per year.

V. APPLICATION

- Contact via email: hr@cdivietnam.org
- Application includes:
 - Curriculum Vitae with links to the publications/products
 - Cover Letter