



WWF for a living planet®

JOB DESCRIPTION

Position title:	Communications Manager, Saving Threatened Wildlife, WWF-Viet Nam
Reports to:	Chief of Party, Saving Threatened Wildlife
Technically report to:	Communications & Advocacy Director, WWF-Viet Nam
Supervises:	Relevant consultants when needed
Duration:	May 2023-March 2026
Location:	Hanoi City, Vietnam

I. Background

WWF was one of the first International non-government organizations working in Vietnam. In 1985, WWF began working on a national conservation strategy and since then has worked closely with the Vietnamese Government on a diverse range of environment issues and implemented field activities across the country. Find out more at <http://vietnam.panda.org/>.

WWF recognizes that its employees are its most important asset. A competent workforce, thoroughly trained, properly motivated, and bound together by mutual trust and common objectives is crucial to the success of WWF.

The Saving Threatened Wildlife project, supported by USAID, will be implemented over 5-years from 2021 to 2026. The project aims to enhance Vietnam's leadership in countering wildlife trafficking through building the commitment of leaders in the Government of Viet Nam at both the national and provincial levels and in the private and civil society sectors, increasing the effectiveness of law enforcement, and reducing the demand and consumption of illegal wildlife products.

II. Major Functions:

Under the supervision of the Chief of Party, the project's Communications Manager is responsible for leading the delivery of the communications strategy, ensuring the project communications meet branding requirements, building the audience and awareness of the project activities. This includes production of communications materials including writing, editing and design, managing social media channels, coordinating events and engaging with local and international media.

III. Major Duties and Responsibilities:

The Communications Manager key roles and responsibilities include but are not limited to the following:

- Develop and implement an annual and 5-year communication strategy and workplan for communications asset production, dissemination, and monitoring.
- Manage the project's Branding and Marking of all project communications materials and ensures that they meet the agreed project requirements, both internally and for project subgrantees.
- Under the technical guidance of Technical Lead for Social and Behavior Change, to support the production of communication materials using the Social Behavior Change and demand reduction approach and support consumer research design and delivery.
- Lead the production of communications support materials for workshops, trainings, and events.
- Develop content and design of communications products in accordance with the branding, marking, and marketing standards of the project (brochures, infographics, training manuals, fact sheets, guidelines, reports, research findings, publications, commissioned studies etc.)
- Generate content and lead production of short, effective, and impactful audio, visual media clips (e.g., describing the drivers of deforestation and biodiversity loss, community testimonials, project overview etc.)
- Develop a social media plan for communicating around key moments and opportunities (e.g., start & end of project, key findings, relevant endorsements, success stories, milestones, local impact).
- Generate press releases and facilitate domestic and international media inquiries and timely engagement.
- Organize press conferences/briefings and media trips to the field or project site.

- Ensure monitoring and evaluation and knowledge management of communications work.
- Performs other duties as requested by the Chief of Party or his/her designate.

IV. Profile:

Required Qualifications

- Advanced degree in Communications, Film/TV, Journalism Marketing, or related field.
- At least five years of applied working experience in implementing communications campaigns.
- Understanding of behavior change communications and demand reduction of natural resources.
- Extensive experience producing communications products and technically supervising a creative team.
- Ability to produce audiovisual clips and understand creative production from beginning to end.
- Capable of writing stories, press releases, articles, and other documents to support or promote the project.
- Experience with graphic design software; photo, film and audio editing software.
- Understanding of wildlife crime, wildlife conservation and illegal wildlife trafficking in Viet Nam and/or Southeast Asia an advantage.
- Experience with the USAID graphic standards manual and partner co-branding guide an advantage.

Required Skills and Competencies:

- Strategic and innovative thinking
- Thoroughly knowledgeable in the fields of media relations, strategic communications, social marketing, and knowledge management Networking and interpersonal skills
- Keen attention to detail in aesthetics and texts of products
- Excellent professional-level verbal and written communication skills in both Vietnamese and English
- Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity.
- Adheres to WWF's brand values, which are: Knowledgeable, Optimistic, Determined and Engaging

V. Working Relationships:

Internal: Works closely with the COP, DCOP and technical leads to ensure streaming of technical initiatives into communications materials. Close collaboration with the Technical Lead for Social and Behavior Change to support development of consumer research and demand reduction communications approach. Maintains clear and consistent communications with implementing partners communications focal points to ensure cross-institutional coordination and messaging. Works closely with the WWF communications team to ensure cross-project synergies.

WWF Network: Liaise with WWF-US and regional network communications and programmatic teams.

External: Works with TRAFFIC staff, consultants, contractors for product development. Works with partners in coordinating events and all communications materials including the project's Government Unit and with the USAID/Vietnam communications team.

This job description covers the main tasks 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.