



JOB DESCRIPTION

JOB TITLE: Marketing and Communications Manager	
LINE MANAGER: Advocacy Advisor	CATEGORY: 4
WORK LOCATION: Ha Noi - Country Office	TEAM: Programme
DIRECT LINE MANAGEMENT: Communications team	FINANCIAL RESPONSIBILITY: N/A

INTRODUCTION:

Founded in 1945, CARE is a leading humanitarian organisation fighting global poverty and providing lifesaving assistance in emergencies. In 100 countries and territories around the world, CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to help lift whole families and entire communities out of poverty. To learn more, visit www.care-international.org

CARE International in Vietnam (CVN) is a creative and dynamic organisation, which has worked with Vietnamese, and international partner organisations since 1989 in over 300 projects. We recognise that the key to achieving equitable development outcomes lies in addressing deeply rooted, structural underlying causes of poverty and injustices which contribute to the exclusion and vulnerability of particular groups in society. Our long term programme goals in Vietnam are that Remote Ethnic Minority Women (REMW) and Socially Marginalised People (SMP) in urban areas equitably benefit from development, are resilient to changing circumstances and have a legitimate voice. To learn more, visit www.care.org.vn

PURPOSE OF THE POSITION:

The Marketing and Communications Manager is responsible to develop and lead the implementation of the communications strategy, plans and activities of CVN, as well as to provide technical leadership in the implementation of marketing plans and offline and online social campaigns. The position holder works closely with Advocacy Advisor and Strategic Partnerships Lead to promote CARE's image and profile through various channels. He/She also collaborates with programme leaders and project managers to make sure communications, marketing and campaign plans are in place and implemented.

This position is based in Hanoi with regular travel to project sites.

MAIN RESPONSIBILITIES

CVN strategic responsibilities

- Lead the roll-out of CVN's organisational communication strategy and plan;
- Establish and maintain strategic relationships with media networks to ensure CARE International's image and profile are highlighted with partners and in public;
- Strengthen media and social media engagement through select platforms and networks;
- Develop and monitor public relations in communications of CVN, including analysing data to inform strategy adjustment;

Programming level responsibilities

- Lead the development of project-level communications and branding plans, and campaign plans as needed, in line with donor branding, CARE branding and style guidelines;



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- Provide technical advice on the implementation and monitoring of social media campaigns through analytics;
- Liaise with staff to ensure documents, stories and case studies are produced in a timely manner;
- Lead the production of marketing and communication products at organisation, programme, and project levels;
- Lead communications support for events, such as design and procurement of banners, pamphlets and other collateral, as needed;
- Lead procurement of external designers, printers and other contractors where needed, and oversee their work to ensure quality work;
- Lead or co-author human interest stories, news stories, op eds, videos, press releases, blogs, and external-facing brochures or promotional materials which articulate CVN's work at all levels, as needed;
- Supervise Communication team in developing and maintaining libraries of communications and media materials in both digital and hard-copy formats to support knowledge management and learning; and
- Coordinate journalist visits to project sites to support project communications and visibility, as needed.

CARE International representation responsibilities

- The focal point for liaison with the communications/media team within CARE and with peers in country offices as required;
- Proactively promote CVN's work through internal CARE International platforms, and actively participate in the CARE International Communications Working Group; and
- Support fund-raising efforts to secure funds for the organisation;

OTHER RESPONSIBILITIES AND CONTRIBUTIONS

STRATEGY AND LEADERSHIP:

- Actively contribute to CVN's strategic direction setting and organisational development as a senior member of CVN;
- In cooperation with other staff, promote organisational cohesion and learning organisation through coordination and information sharing among and between all staff; and
- Demonstrate a passion and commitment to CARE's approach and values including gender equality, diversity and cultural sensitivity and inspire leadership on these issues through the CVN team.

TEAM MANAGEMENT

- Manage team effectively and create a sense of team spirit by encouraging cooperation and promoting constructive and two ways communication;
- Ensure the implementation of CVN code of conducts for appropriate behavior in workplace.
- Take lead in conflict resolution, if any, in the team; and
- Provide effective staff support and development through ongoing coaching/mentoring, direct supervision including promoting national staff leadership and opportunities for leadership exercises.

CAPACITY BUILDING AND COORDINATION:

- Develop CARE and partner staff capacity on communications, marketing, campaigns, and donor and CARE branding, and provide ongoing mentoring and technical advice, as needed; and
- Support Advocacy Advisor in planning and conduct various capacity building activities for staff and partners.

PARTNERSHIP, ADVOCACY AND REPRESENTATION:

- Develop and maintain effective relationships with relevant internal and external stakeholders;
- Represent communications issues in meetings and activities of the Senior Management Team; and
- Be the spokesperson on communications theme.



JOB DESCRIPTION

COMMON ACCOUNTABILITIES FOR CVN STAFF:

- Promote and hold accountability for your behavior in relation to CVN's core values of Courage, Ambition, Respect and Equality when working with communities, donors, supporters, partners and colleagues;
- Demonstrate an ongoing commitment to gender equality, diversity and Child Protection and Protection from Sexual Harassment, Exploitation and Abuse;
- Comply with CVN's financial and operational requirements, foster strong communication between operations and programme teams and uphold high standards of honesty and integrity in personal conduct;
- Proactively participate in the Annual Planning and Performance Appraisal (APPA) process including the annual appraisal, midyear review and regular 1:1 meetings, ensuring that the APPA process (including the paperwork) is an integral component of Annual Work Plans and activities as ways of improving performance and outcomes;
- Promote a safe and secure work environment; foster a culture of safety and security awareness and ensure compliance with the safety and security policies, procedures;
- Ensure the development of work plans is in line with the priorities of the organisational annual operating plan and project work plans, as needed; and
- Engage in emergency preparedness, assist in any emergency response as required.

EXPERIENCE AND QUALIFICATIONS

- Minimum Bachelor Degree in Marketing, Communications and Media, Public Relations or other related fields and minimum of 5 years relevant work experience in marketing and communications or a related field;
- Proven experience in leading and implementing social campaigns or marketing campaigns on digital platforms;
- Proven specialised technical skills and expertise in a full range of communications responsibilities such as copywriting and editing and content production are an asset;
- Demonstrated experience growing reach of online platforms, particularly Facebook and Twitter, is desired;
- Demonstrated understanding of gender equality and women's empowerment and a commitment to CARE's approach and values including ethnic diversity and cultural sensitivity;
- Demonstrated leadership, people and time management skills, team work and the ability to work under pressure and uncertainties and to organise and manage workload to meet deadlines; and
- Excellent oral and written communication and presentation skills in both Vietnamese and English.

APPROVED BY: CD

DATE: