



JOB DESCRIPTION

Position title:	Campaigns and Advocacy Coordinator, WWF-Viet Nam
Reports to:	Communications and Campaigns Manager, WWF-Viet Nam
Supervises:	Intern, consultant and third party when required
Location:	Hanoi or Ho Chi Minh City, Viet Nam
Date:	October 2020

I. Background:

WWF was one of the first International non-government organizations working in Viet Nam. 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.

WWF-Viet Nam, in close collaboration with other WWF country offices in the Greater Mekong region including Laos, Thailand, Myanmar, Cambodia and Viet Nam, initiates and implements a number of projects to conserve biological diversity, ensuring that the use of renewable natural resources is sustainable, promoting the reduction of wasteful consumption and our outstanding ecological human footprint. Find out more at <http://Vietnam.panda.org/>.

Communications is an integral part of the organization, involved in numerous levels including internal, external and corporate. Its major function is to increase exposure and public awareness, as well as generating private and public partnerships to drive collaboration on a multi stakeholder level in all sectors of society. Additionally, constant modification to improve internal communications across the country and the WWF global network is a core necessity, leading to more transparency and efficiency in our daily conservation efforts.

II. Major Functions:

To help secure WWF's Global Deal for Nature & People, the Campaigns and Advocacy Coordinator will strive to mobilize key stakeholders in order to encourage global decision makers to play a leadership role. Key stakeholders include the general public and civil society, business and the financial sector, as well as political players. Engaging stakeholders effectively will require strong involvement of numerous teams across the WWF family globally, supported by strong scientific research in order to make a strong science-based and economically sound case for urgent action.

The Campaigns and Advocacy Coordinator will enable WWF-Viet Nam to grow in strength and influence by leading the development and implementation of well defined, engaging national communications campaign and advocacy strategies to establish a trusted, strong and influential Vietnamese conservation identity, recognised and supported by priority audiences, partners and donors.

In doing so, the Campaigns and Advocacy Coordinator will:

- **Lead the successful execution of WWF's global campaigns**, development of advocacy resources and coordinating implementation of campaigns by the network.

- **Strengthen communications and advocacy capacity** within the Viet Nam country and field offices, to support the achievement of national, regional and global conservation goals and to increase funding from Vietnamese and the wide array of Vietnamese demographics living abroad.
- **Act as a strategic advisor to WWF-Viet Nam's Senior Management Team** on communications, advocacy and issues of reputational operational or brand risk,
- **Lead national advocacy engagement**, establishing relationships with intergovernmental organizations and representing WWF positioning at priority regional fora.

III. Major Duties and Responsibilities:

- Manage, coordinate, develop and execute communications products for 04 assigned conservation practices (Forest, Wildlife/Illegal Wildlife Trade, Climate and Energy); develop annual communications plans for each practice, based on their function's needs;
- Lead the design and delivery of WWF's national and global conservation-focused campaigns, including implementation of work plans, coordination with Network Offices and key departments in the secretariat; including but not limited to: Earth Hour, New Deal for Nature and People, Closing Down Asia's Wildlife markets/Ivory HII, COVID Advocacy and Illegal Wildlife Trade, green circular economic recovery;
- Oversee the development of campaign tools, content and products such as advocacy packs, presentations and other briefing materials for internal and external use;
- Leverage and support network capacity to deliver campaigns aligned with the conservation priorities of the organisation;
- Regularly report on progress of the flagship campaign, and work proactively to overcome obstacles to ensure goals and objectives are met;
- Co-manage large campaign budget with national campaign team;
- Ability to work across multiple disciplines with strong links to conservation, communications and policy in a global environment;
- Lead the development and implementation of an advocacy communication strategy with the support of the Practice Leads and the WWF International campaign and advocacy team;
- Guide the key spokespeople and core team on speaking engagements and panel participation in addition to maximizing priority audience engagement and moving nature up the global agenda;
- Ensure the senior advocacy division has the core content (stories, facts, images, policy positions etc.) needed to deliver the agreed communications plan;
- Work with the Media and Brand Relations Coordinator to ensure key moments appear on the forward plan and there is sufficient time to engage the relevant practices;
- Develop a suitable monitoring and evaluation measuring mechanism is in place to track the outreach, impact and value of the communications;
- Manage, facilitate, and coordinate internal stakeholders to develop and implement the campaign and advocacy communications strategies;
- Write and produce compelling content to forward the agenda
- Manage major events and associated communication outputs

IV. Profile:

Required Qualifications

- An advanced university degree in Communications, Advocacy, Film/TV, Marketing, Journalism, Environmental Law or any other relevant field.
- At least 10+ years' professional experience in a leadership role within communications, campaigns and/or advocacy, with demonstrated success in growing capacity, managing teams and working with informal reporting lines
- Experience leading and participating in multi-disciplinary teams and building consensus, optimism and confidence in the face of challenges and pressure; charting new territory for the organization

- Proven record in designing successful international communications campaign strategies and activities undertaken in a multi-cultural setting
- Proven success in developing and executing successful, innovative and highly leveraged communications and advocacy strategies
- Proven editorial judgement and experience leveraging the power of traditional and online communications channels and audience engagement;
- Proven experience initiating and leading cross sector partnerships to achieve advocacy aims;
- Proven experience developing and implementing campaign strategies, including advocacy campaigns targeting government and/or corporations within national, international or high-profile organization;
- Proven experience mobilizing public engagement and communications around campaigns;
- Expertise in campaign techniques, policies, strategies, analysis, structure and impact.

Required Skills and Competencies

- Collaborative, innovative campaigner driven toward solution centered campaign management;
- Excellent internal and external communication and presentation skills and ability to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels (online, TV, print, radio, etc.);
- Demonstrated leadership, including the ability to work across various sectors while delivering focused campaigns that address clear target;
- Ability to work in a globally diverse organization and team located across various time zones;
- A strong team player capable of integrating diverse activities within an evolving environment; must be comfortable with change and leading change within an organizational framework.
- Long-term planning and analytical skills, as well as demonstrated ability to multi-task and work effectively to tight deadlines without compromising quality
- Ability to anticipate and capitalize on opportunities and achieve high profile results
- Demonstrable experience and success working closely with partners, negotiating joint approaches and messages around controversial topics
- Familiarity with a wide range of communication tools and approaches, their potential impact and their suitability for an organization like WWF
- Fluent in written and spoken Vietnamese and English
- Willing to travel
- Fully supportive of WWF's mission and global priorities; knowledge of green office practices
- WWF behaviours: Strive for impact, Listen deeply, Collaborate openly, Innovate fearlessly
- Adheres to WWF's values: Knowledgeable, Optimistic, Determined and Engaging;

V. Working Relationships:

- **Internal:** Work closely with the Operations and Conservation teams, corporate relations and fundraising teams in Viet Nam. Interact on a regular basis with Communications colleagues and correspond with other communication staff in field offices and international/regional offices.
- **External:** Interact with government agencies, INGOs, CSOs, local unions, partners and donors as necessary in external events/meetings in country nationally and globally; collaborate with third-party consultants/vendors.

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.

Prepared by Supervisor:

Date:

Accepted by Staff member:

Date: