

## JOB DESCRIPTION

<b>Position title:</b>	Communications Manager, USAID-Viet Nam Biodiversity Conservation program
<b>Reports to:</b>	Chief of Party, USAID-Viet Nam Biodiversity Conservation program
<b>Technically report to:</b>	Communications & Advocacy Director, WWF-Viet Nam
<b>Supervises:</b>	Relevant consultants when needed
<b>Duration:</b>	March 2021 – July 2025 (with potential extension)
<b>Location:</b>	Hanoi City or Hue City, Thua Thien Hue Province, Vietnam

### 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.

While Vietnam is recognized as one of the world's most biodiverse countries, decades of illegal logging, wildlife trade and agricultural conversion have led to staggering losses of natural forest and wildlife, with some species on the edge of extinction. Beyond these losses, forest crimes undermine the rule of law and sustain poverty of vulnerable minority communities, endanger vital ecosystem services and tarnish Vietnam's global reputation. Additional investment is critical to secure remaining strongholds of intact forest and wildlife populations in Special-use Forests (SUF) and Protection Forest (PF), which form the backbone of Vietnam's protected forest system, and these interventions must be rooted in the local context and address threats in an integrated and holistic way if they are to be successful.

The "USAID Biodiversity Conservation" activity is a 5 years program starting from July 2020 to July 2025. The project aims to maintain and increase forest quality as well as protect and stabilize wildlife populations in five high conservation value provinces (Quang Binh, Quang Nam, TT Hue, Quang Tri, and Lam Dong). The project targets ten special use forests and at least five protection forests, linking forest management units across the landscape to maintain forest cover and connectivity of habitats vital for the protection of Vietnam's threatened and endemic species.

### II. Major Functions:

The USAID Communications Manager reports to the Chief of Party, and is responsible for leading the development and delivery of the communications strategy for the USAID Biodiversity conservation Activity. 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 USAID Branding strategy and Marking of all project communications materials and ensures that they meet USAID requirements, both internally and for project subgrantees;
- Under the technical guidance of Wildlife Demand Reduction Lead (SA4), to manage and oversee the production of communication materials using the SBCC and demand reduction approach targeted at the local level 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 USAID and WWF (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.

## II. Profile:

### Required Qualifications

- Advanced degree in Communications, Film/TV, Journalism Marketing, or related field;
- At least 10+ years of applied working experience in implementing communications campaigns;
- Fundamental 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;
- Background in biodiversity and nature conservation, local community engagement, gender and social inclusion;
- Understanding of wildlife crime, wildlife conservation and illegal wildlife trafficking in Viet Nam and/or Southeast Asia.
- Experience with the USAID graphic standards manual and partner co-branding guide.

### 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 English
- Adhere to WWF's values: Knowledgeable, Optimistic, Determined and Engaging
- Respective Competencies: WWF Focus; External Orientation; Delivery quality outcomes; Building working relationships; Communicate effectively.

## III. Working Relationships:

**Internal:** Works closely with DCOP and technical leads to ensure streaming of technical initiatives into communications materials. Close collaboration with the SA4 Demand Reduction lead 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 network communications and programmatic teams.

**External:** Works with consultants, contractors for product development. Works with partners in coordinating events and all communications materials. Also, works closely with 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.*