



WWF® for a living planet®

JOB DESCRIPTION

Position title: Plastic Communications Officer, The Mitigating Marine Plastic Debris in Vietnam Project (BMU), WWF-Viet Nam
Reports to: Plastic Communications & Campaign Manager, WWF-Viet Nam
Location: Ho Chi Minh or Hanoi, Viet Nam
Date: August 2021

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. Find out more at <http://Viet.Nam.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.

Currently, waste in general and plastic pollution in specific have emerged as one of the biggest environmental challenges of our time. About 150 million tons of plastic waste are in the ocean, with another eight million added every year (Jambeck et al., 2015). By 2050, it is estimated that there would be more waste than fish in ocean (World Economic Forum, 2016) if the consumers' perception does not shift towards a greener style. The challenge worsens with continued population growth, urbanization, production and consumption of plastics. Vietnam has recently ranked 4 out of the top 5 countries with the most discharged plastic waste into the ocean (Georgia University's research, 2015).

WWF, as the leading conservation organization globally, has taken the plastic waste issue seriously. WWF has set the ambitious global target of reducing plastic leakage into the ocean by 50-100% by 2035. WWF-Viet Nam has been a key part of that initiative. Since April 2017, the WWF global network has executed on our strategy by developing WWF's Plastic Pollution Free Cities across the globe. WWF offices and partners are building learning community to share best practices on plastic litter solutions in both marine and freshwater environments.

Approved under Decision no. 1426/QĐ-BTNMT dated July 02, 2020, by the Minister of Natural Resources and Environment, the **"Mitigating Marine Plastic Debris in Viet Nam" Project** facilitates the development of guidelines on communication programs and policy advocacy to capacity building, awareness raising and behaviour change, towards the mitigation of marine plastic debris. The project constitutes a potential contributor to the reduction of marine plastic debris in Viet Nam and the materialization of the National Action Plan for Marine Plastic Debris Management in Viet Nam by 2030.

Through this project, WWF supports Viet Nam in its implementation of waste management activities, particularly in terms of plastic pollution in hopes of minimizing the impact of plastic waste on marine ecosystems; conserving marine biodiversity, particularly marine protected areas that are seriously hit by marine plastic pollution; improving community and society's understanding on the causal relationship between plastic waste disposal and adverse effects on the marine environment and human health; and enhancing authorities' management capacity and implementation of activities involving the management of marine plastic debris.

III. Major Functions:

The Plastic Communications Officer is in charge of:

- Implementing Plastic program's communications, campaigns and outreach strategies, procedures and activities in order to promote the public and related stakeholders' awareness and drive their behaviour change on Plastic waste reduction;

- Aligning with the plastic communications strategy to increase digital exposure and outreach in the national, regional and international sphere;
- Coordinating plastic content production and ensure effective and compliant content and brand management and distribution.

IV. Major Duties and Responsibilities:

- Supervise and manage external service providers, writers, creative agencies, business intelligence consultants, etc. to support both external and internal plastic communications activities
- Coordinate and contribute in the creation of external communications content and creative visuals for traditional media (print, TV, radio), social media (FB, YouTube, website, etc.) and multi-stakeholder projects;
- Work in close collaboration with Plastic projects and staff, WWF-Vietnam and other conservation teams to deliver communication campaigns and supports.
- Work closely with other Plastic practice team members and associated communications officers, and/or consultants to provide inputs and supports to the development, monitoring and execution of communication plans
- Align the production of communications work with WWF's guidelines and risk parameters;
- Liaise and work with Government agencies, communities, partners, private sectors, consultants and related stakeholders;
- Other tasks assigned by supervisors as appropriate.

V. Profile:

Required Qualifications

- Undergraduate degree, preferably in Communications, TV/Journalism and/or Marketing or related fields
- Knowledge in communication, waste reduction/management is advantage.

Required Skills and Competencies

- Can-do attitude and result-oriented communication mind-set
- Organising / planning and problem-solving skills
- Communication skills on behavior change
- Good presentation, training skills, report writing skills
- Good in written and spoken English.
- Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity.
- Demonstrate WWF behaviours in ways of working: strive for impact, listen deeply, collaborate openly and innovate fearlessly;
- Adhere to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging.

VI. Working Relationships:

Internal - Work in close collaboration with NORAD, USAID and other related projects and staff, WWF-Vietnam and international Plastic teams. Engage with and support WWF-Vietnam staff.

External - Liaise and work with Government agencies, communities, partners, private sectors, consultants and related stakeholders.

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 need