

JOB DESCRIPTION

Position title:	Wildlife Demand Reduction Lead, USAID-Viet Nam Biodiversity Conservation program
Reports to:	Chief of Party, USAID-Viet Nam Biodiversity Conservation program
Technically report to:	Conservation Director, WWF-Vietnam
Supervises:	Relevant consultants when needed
Duration:	November 2020 – July 2025 (with potential extension)
Location:	Hanoi or Hue, 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.

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.

The position of Wildlife Demand Reduction Lead is vital for, and leads on, delivering the project objectives under Strategic Approach 4: Reduce Local Demand Through Behavior Change Methodologies.

II. Major Functions:

The Wildlife Demand Reduction Lead reports to the Chief of Party and is responsible for technical management and thought leadership of Strategic Approach 4 (SA 4) including support of provincial team members engaged in this Strategic Approach. This role will lead the development and implementation of a comprehensive strategy to address the value chain of illegal wildlife including consumer demand for targeted illegal wildlife products in rural and urban settings by using Social and Behavior Change Communications (SBCC) approaches to conduct consumer research of segment audiences and deliver impactful messages which drive reductions in demand.

The ideal candidate will have a master's degree in marketing, communications, or SBCC related approaches and 5-7 years of experience in designing and implementing SBCC programs, with strong preference for candidates that have applied the approach in the context of illegal wildlife trade. The candidate should have expertise with social marketing, strategic communications, and/or behavior change communication.

III. Major Duties and Responsibilities:

The Wildlife Demand Reduction Lead key roles and responsibilities include but are not limited to the following:

- Develop and implement a comprehensive strategy to address consumer demand for targeted illegal wildlife products in rural and urban settings;
- Oversee development of consumer survey design, ensuring appropriate quantitative and qualitative techniques are applied, and ensure campaigns are developed to target appropriate demographic segments applying the five-step behavior change process;
- Develop tools and approaches to monitor the impact of demand reduction campaigns to demonstrate project success through a reduction in consumer demand in key segments;
- Apply the use of mass media, social media, other channels and engage CSOs and government departments (including DoH) to magnify the reach of behavior change campaign messaging;
- Apply analytical tools to assess cultural behavior, incentive structures, power relations, and other factors shaping behavior, political economy, and institutions;
- Support provincial and national level efforts to curb IWT through advocacy and policy support including provincial level bans on wildlife consumption through the Wildlife Free Cities campaign in target provinces;
- Support development and operationalisation of local Community Conservation Groups to reach communities with activities, materials, messaging and social contracting which support reduced wildlife hunting and increased stewardship;
- Provide input into project documents including quarterly and annual reports, AMELP and annual workplans;
- Contribute to review, learning, adaptation, reporting and communication by the project as part of the senior management team and working closely with the COP and other technical leads to ensure integration of SA 4 activities across the project logic.
- Performs other duties as requested by the Chief of Party or his/her designate.

II. Profile:

Required Qualifications

- Degree in social marketing, strategic communications, and/or behavior change communication;
- At least 5 years of applied working experience in designing and implementing SBCC programs, preferably in relation to illegal wildlife trade;
- Fundamental understanding and application of SBCC approaches including evidence-based approaches such as the five-step approach and the theory of objective setting, target group identification, pre-testing, monitoring and adaptive management;
- Understanding of illegal wildlife supply chains and wildlife protection legal frameworks preferred;
- Experience in working with local and national level government counterparts;
- Background in working on behavior change in the health sector an advantage;
- Excellent understanding of Political, Economic, Social, Technology, Legal and Environment (PESTLE) contexts in Viet Nam will be an advantage;

Required Skills and Competencies:

- Strategic and innovative thinking
- Presentation, communications, public speaking and negotiation skills
- Networking and interpersonal skills
- Fluency in written and spoken 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 provincial coordinators and strategic approach managers for demand reduction and community engagement in each province within the USAID project domain. Also works closely with CarBi II Project Director and WWF-Vietnam IWT staff to ensure cross-collaboration and synergy. Works with the technical teams from ENV on illegal trade issues including public reporting. Works with FFI in Quang Binh province to ensure project logic is consistent across partners and sites.

WWF Network: Liaise closely with WWF-US technical staff in Wildlife as well as the broader WWF Network Wildlife leadership including at Greater Mekong and global levels.

External: Works with central and local government partners including DARD/FPD and DoH. Supports engagement with local communities in buffer zones around target protected areas. Engages with other International NGOs and national CSOs working on behaviour change and demand reduction in Vietnam.

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.