

Vietnam function profile Communication Coordinator (Vietnamese)

General

For the period of 2019-2023, VVOB implements the project “iPLAY Vietnam”. The project focuses on *integrating Play-based Learning Activities among Young learners in Vietnam* to meet the objectives of the new curriculum and foster a breadth of skills among all primary school learners in Vietnam by incorporating Learning through Play (LtP) pedagogies into the classroom.

For this project, VVOB Vietnam is recruiting a dynamic team of education experts and learning coordinators that will develop creative ways to introduce innovations in the primary education system – always in close collaboration with the Vietnamese Ministry of Education and Training and provincial Departments of Education and Training across the country. The project will be implemented in synergy with international partner organisations of VVOB.

POSITION IN THE ORGANISATION

The Communication Coordinators reports to the Primary Education Manager and works in close collaboration with the Coordinators in the project team, with the communication colleagues in the Vietnam office and with the communication advisors at VVOB HQ.

PURPOSE OF THE FUNCTION

The Communication Coordinator holds delegated responsibility for the development and implementation of the Communication Strategy for the project.

The purpose of the function of Communication Coordinator is to coordinate, stimulate and support internal and external communication of the project with the purpose to increase awareness, understanding and support from stakeholders and different target groups. Furthermore, the communication coordinator provides advice, information and guidance to colleagues and partners on communication strategies, channels and instruments in the framework of the joint partner-VVOB project. The Communication Coordinator also takes part in advocacy and networking in the education sector in *Vietnam* and will be frequently supporting the design and organization of project activities and events.

As such, the Communication Coordinator:

- **Is the internal and external advocate** to portray the innovative and creative nature of the iPLAY project
- **Develops a project Communication Strategy, including capacity development of colleagues and partners;**
- **Provides coordination, technical support and advice** to the project coordinator and the team and partners **in the implementation of that strategy:**
 - Coordination of **external communication and knowledge sharing** about VVOB project;
 - Coordination of **internal communication and knowledge management** within VVOB, in Country and for VVOB worldwide.
- **Provides technical support and input** to Project Advisors, Coordinators and partners **in communication, networking and advocacy** on VVOBs project in the education sector in *Vietnam*.
- **Supports the organisation** of public project events from a communication perspective to embed the innovative and creative nature of the VVOB and iPLAY approach in all elements of the project's implementation.

To achieve this, the Communication Coordinator acts as an expert and quality caretaker, a manager/organizer, and as a coach.

As an **expert and quality caretaker**, the Communication Coordinator is responsible for:

1. Development of a Project Communication Strategy, including capacity development of colleagues and partners:

- Design and monitor a programme communication strategy for internal and external communication in collaboration with the iPLAY learning partners in Vietnam and abroad, including, but not limited, to:
 - o Determining goals
 - o Identifying target audiences
 - o Determining resources
 - o Formulating key messages
 - o Identifying most effective and efficient communication materials
 - o Determining channels of communication
 - o Determining evaluation methods for communication actions and strategy
- Communicate and inform the programme's communication strategy to all relevant stakeholders;
- Monitor and adjust the communication strategy according to new insights and changing needs / context;
- Ensure coherence with VVOB's identity and overall communication strategy, instruments, materials and messages and coordinate with the communication team at head-office t;

Capacity development of colleagues and partners:

- Identify training needs of colleagues and project partners in terms of developing project communication messages and materials based on the project communication strategy;
- Set up a training plan for colleagues and project partners;
- Develop a manual/training package on formulating and developing communication messages, tools and publications adjusted to different target groups;
- Strengthen the capacity of colleagues and project partners regarding communication material development (organize trainings, workshops, coaching...) according to the training plan;

2. Provision of coordination, technical support and advice to VVOB Project Advisors, Coordinators and partners in the implementation of that strategy.

External Communication and knowledge sharing (dissemination):

- Develop a press toolkit;
- Develop communication materials (design and layout of printed materials such as training manuals and leaflets, briefs, ... and multi-media materials such as video, ...);
- Follow up with printing companies on design, layout and printing;
- Identification of media outlets and coordination with these media outlets (relevant press and media);
- Coordination and development of input for VVOB Country website (content development);
- Proofread and edit programme related communication materials like newsletters, website, presentations;
- Support the organisation of the project's public activities and events to be in line with the communication strategy and visual identity so that all activities portray the innovative and creative nature of the project.

Internal Communication and knowledge management

- Coordination of internal communication channels such as e-mail (outlook), OneDrive and SharePoint, WhatsApp, ...;
- Coordination and updating of key documents on VVOB Country SharePoint (internal Knowledge Management);
- Keep neat and well-organised files in relation to communication other related documents

3. Provision of technical support and input to VVOB Project Advisors, facilitators and partners in communication, networking and advocacy on VVOBs programmes in the education sector in Vietnam.

- In collaboration with the Project Advisors, supports in:
 - o Development of input for different internal and external communication channels;
 - o Collection of stories of significant change and testimonies from the field.
- Networking and advocacy in education sector working groups and taskforces in which VVOB is active.
- Dissemination of M&E findings on different platforms and through different channels, like the VVOB Country website and magazine, publications in journals, conference presentations, ...

- Contribute to internal and external knowledge development by systemizing lessons learned and sharing pro-actively lessons learned between partners, colleagues and other VVOB country teams in the domain of internal and external communication;

The Communication Coordinator acts as a contact and resource person with VVOB Headquarters and VVOB donors on all matters related to internal and external communication.

The Communication Coordinator performs any other duty assigned by supervisors in line with the position holder's capacities.

As a **quality caretaker**, (s)he complies with VVOBs internal financial guidelines and protects the interests of the organization at all times, particularly ensuring value for money.

As an **organizer**, (s)he leads by example, is proactive and takes initiatives whenever necessary to provide quality coordination of Communication activities to the VVOB project and –team.

PROFILE

Knowledge and experience:

- Master's degree in journalism, communication or equivalent by experience;
- A creative mindset that can translate conceptual ideas into products, events, etc.
- At least three years' experience in a similar position. Experience in the international development sector is an asset;
 - Expertise and experience with the use of different media (magazines, digital learning platforms, social media);
 - Excellent command of the English language (verbal and written) with a proven ability to rewrite technical information for non-experts;
 - Excellent computer skills in a full range of software, including: MS Office (Word, Excel, Outlook, PowerPoint), Adobe Photoshop and/or other graphics programs, digital mediums and social tools;
 - Experience in designing, planning and organising professional and innovative public relation events
 - Understanding of the Education sector is an asset;
 - Experience with working in a multicultural team;
 - Able and willing to travel for short periods of time.

Nationality: Vietnamese

Language:

- o Fluent in English, with excellent writing and editing skills
- o Fluent in Vietnamese

Competences:

- VVOB core competences:
 - o Result orientated
 - o Continuous improvement
 - o Cooperation
- Function specific competences:
 - o Analytical and synthesizing skills
 - o Creativity
 - o Excellent verbal and written communication skills
 - o 360° Empathy
 - o Reliability
 - o Development oriented

Location: Hanoi, Vietnam and frequent travel to the project's provinces (Thai Nguyen, Ha Giang, Lai Chau, Quang Tri, Danang, Quang Ngai, HCM city)