Position Description

Position: Communication Officer (CO)
Acting-Head of Communications Department

Reporting to: MCD Board of Directors

Location: Hanoi, Vietnam

Background

The Centre for Marinelife Conservation and Community Development (MCD) is a non-government organisation devoted to coastal community livelihoods, marine conservation and sustainable coastal development in Vietnam.

MCD recognises the living interdependency of coastal communities and marine ecosystems. The coastal and marine environment provides jobs, food and ecological services, and must be protected to ensure the livelihoods of local people are sustained.

MCD has a special focus on coastal wetland and coral reef areas because of their sensitivity, state of degradation and high level of biodiversity and because of ecological services they provide to Vietnam and the millions of Vietnamese who depend on these areas for their livelihood.

MCD is implementing a number of projects from small to medium size. The projects aim to contribute to long-lasting, sustainable and improved livelihoods for millions of poor Vietnamese depending on coastal wetlands and coral reef resources. Project activities are focused in Nam Dinh and Thai Binh provinces in the north and Khanh Hoa province in the central region.

Organisational environment

The communications department is one of MCD’s five main departments. It undertakes a range of activities that aim to raise the awareness and profile of MCD and its work, and engage stakeholders and beneficiaries in environment protection and community development.

MCD seeks to employ a Communications Officer and Acting Head of the Communications Department, who is expected to meet with the requirements and to undertake the tasks described below.

Job Description

The Communications Officer will undertake the following tasks and be responsible for conducting the following activities:

1. Corporate communications
   - Ensure the quality, consistency and effectiveness of communications conducive to the communication of MCD’s goals, perspectives and achievements.
   - Protect and enhance the brand through communication guidelines and styles.
   - Protect and enhance the positive public image of MCD to stakeholders, media and the community, in support of the organisation’s purpose and directions.
   - Develop and coordinate implementation of MCD’s communications strategies.
• Direct, advise and coordinate printing media production processes including publications and promotional materials.
• Assist in writing and editing publications and promotional materials.
• Write media releases, pitch story ideas to media, monitor media, maintain a media contact database.
• Respond to media calls for comment on projects or related issues and assist in setting up interviews with MCD spokesperson(s), and to media requests.
• Assist in organising media meetings and news conferences.
• Manage the website, including assessment and development of information and materials to be uploaded to the website and direct liaison with web developers and external web hosts.

2. Environmental Communications
• Develop and coordinate implementation of environmental-and-development-issue communication plans.
• Prepare and produce educational resources aimed at different groups, including schools, communities, local authorities, government, and businesses etc.
• Organise and facilitate environmental awareness and educational events such as presentations, dialogues, roadshows and volunteer days.
• Establish, train, supervise and support community communication groups in project sites.
• Liaise and network with contacts in different community groups, local environmental education authorities, and other relevant environmental organisations.

3. Other duties
• Assist in monitoring and evaluation of communications activities.
• Participate in planning activities for the organisations and communications department.
• Translate documents and act as an interpreter when needed.
• Assist in photographing events and activities and providing direction to other photographers.
• Undertake other duties required by the MCD Board of Directors.

Required qualifications, skills and experience

1. University degree (postgraduate degree is an advantage) in one of the following areas: communications, public relations, journalism, business management, or social sciences (community development, social studies, ecotourism, and education).
2. Minimum three years experience in communications and/or public relations, marketing, news media, online communications, environmental education, fundraising, with experience in design and implementation of communication and awareness strategies.
3. Good news sense.
4. Effective communication and interpersonal skills.
5. Strong competency in English and Vietnamese languages (must be able to translate and interpret).
6. Strong organisational, planning and analytical skills.
7. Ability to work independently and work in a team.
8. Self-starter with a willingness to learn.
9. Commitment to coaching and mentoring other staff.
10. Good knowledge of information technology and office software applications.
11. Experience in project management.
12. An interest in community development and environment and conservation (knowledge of natural resource conservation and community development is an advantage).

Employment duration and workplace

1. Initially a 1 year full-time contract will be offered, with possible extension and opportunity of becoming part of MCD core team.
2. The successful candidate will be based in Hanoi with travels to MCD’s project sites in Nam Dinh, Thai Binh and Khanh Hoa provinces.

How to Apply

Interested candidates should send their CV, together with a cover letter in English, copies of academic records and 2 references to MCD by email, express mail or hand-delivered.

Application deadline: August 20, 2008

Contact: Ms Hoang Anh, Administrative Officer
Email: hoanganh@mcdvietnam.org

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