Title: National Communication Expert
Duty Station: Hanoi with domestic travel as required
Duration of Assignment: Output-based contract from 01 February to 30 April 2009 with possibility for extension of 20 months
Task manager/Supervisor: Demonstration and Communication Coordinator/Project Manager

BACKGROUND

The Project Vietnam Energy Efficient Public Lighting (VEEPL) is a joint effort of the Global Environment Facility (GEF) and Vietnamese counterparts, aiming at encouraging application of the energy efficient practices among Public Lighting in Vietnam, and through that contributing to the reduction of Green House Gas (GHG) emission by the sector.

The project will contribute to the transformation of Vietnam’s Public Lighting from highly energy inefficient and polluting to energy efficient with greatly reduced pollution through the effective implementation of a carefully chosen and integrated mix of project components by relevant central government agencies, local governments, institutions, lighting industry and private sector.

One of the VEEPL project activities is (i) to provide Vietnamese interested parties (policy makers, appropriate officials in cities and towns, the lighting industry and the general public) adequate and updated information related with and (ii) to promote VEEPL project and its activities. At present, the project is working with a number of partners and subcontractors, including the Urban Lighting Research and Consulting Center, Television Science - Technology Club, the Vietnam Urban Lighting Association, and the Energy Conservation Center of Ho Chi Minh City for dissemination of information over 5-year period of project implementation. Major communication products produced by the VEEPL include project website, brochures, newsletters, leaflets, video clips, posters, banners, and news articles.

To ensure that quality information is disseminated through best possible media channels to the targeted audience, the VEEPL requires a communication expert who could provide technical services in communication and information production and dissemination to the Project.

DUTIES AND RESPONSIBILITIES

The major responsibility of the National Communication Expert is to ensure that the content of key communication products, as above, meet technical requirements/standards set by the VEEPL and are appropriately delivered timely to the target audience.

The specific tasks of the expert are as follows:

1. Script and contents development of the VEEPL communications products:
   1. Familiarize with the background and concepts of energy efficient public lighting using information available within project material, over the internet, other printed material and through communication with relevant PMU staff.
   2. Using publicly available information and specific project information produce professional-level scripts and contents for various VEEPLP communication materials, according to the requirements of the material and expectations of the target audience.
3. Finalize the scripts, storyline and contents with relevant PMU staff, ensuring that the communication contents are in line with project objectives and scope of its communication strategy.

II. **Design and develop communication material in electronic format:**

1. Produce draft designs of various communication materials (project website, brochures, newsletters, leaflets, video clips, posters, banners, and news articles) in accordance with VEEPLP branding scheme and approach. Please note that designs of most of such material have already been produce. However, the NCE may be required to use existing designs to produce new material or propose to make changes to the existing design attributes.
2. Produce final designs of communication material in such electronic format that can be used by printers/publishers/producers to readily produce the material.
3. Develop conceptual design of communication material with proper mix of text, graphics, audio-visuals and technical information.
4. Using the approved contents, and conceptual design produce the following communication material in readily producible format;
   - VEEPL quarterly newsletter
   - Targeted and generalized brochures and information leaflets
   - Press releases and public announcements
   - Newspaper articles
   - Scripts and storylines for TV talk shows or documentaries/news footages, video clips
   - Banners/Posters/Workshop signage
   - Other material as per required by PMU.
5. Updated information for posting on VEEPL Website

III. **Provide assistance in the production and dissemination of communication material:**

1. Assist VEEPLP component coordinator with identification and procurement of services of producers of communication material (printers, publishers, media journalists, TV production companies etc)
2. Assist VEEPLP component coordinator with dissemination of communication material as per communication plan developed under the Design and Development of EEPL Promotional Campaign Packages subcontract. This may include use of appropriate dissemination plan and logistic resources.

IV. **Provide assistance in quality control and M&E concerned with communication material:**

1. Propose quality criteria for key communication material.
2. Assist in the review and suggest quality improvements for communication material produced by project partners/subcontractors.
3. Develop tools/guidelines for monitoring and evaluating the results and impacts of the information dissemination and awareness raising activities.
4. Occasionally, provide ad hoc advice to subcontractors/partner on implementing project communication and awareness activities, as requested

**WORK ARRANGEMENT**

- The communication expert will be tasked by the Demonstration and Communication coordinator and supervised by the Project Manager.
The communication expert will be encouraged to work with other project coordinators, project advisors in developing and reviewing the technical contents of the project communication material.

**DELIBERABLES**

1. Draft and finalized versions of contents/scripts, designs, and readily producible following communication material in editable electronic format, as per requirements of PMU;
   - VEEPL quarterly newsletter
   - Targeted and generalized brochures and information leaflets
   - Press releases and public announcements
   - Newspaper articles
   - Scripts and storylines for TV talk shows or documentaries/news footages, video clips
   - Banners/Posters/Workshop signage
   - Other material as per required by PMU.
2. Write-up of quality criteria for reviewing communication products produced by subcontractors/partners.
3. Tool/guidelines for monitoring and assessing the results and impacts of information dissemination and awareness raising activities of the project. The tool should contain the following key aspects:
   - Criteria for assessing the results and impacts
   - Assessment methodologies
   - Template/format for collecting primary or secondary information for assessment
4. Monthly updates of the VEEPL Website;
5. Ad hoc advice to subcontractors/partners and PMU staff, as per requirement of PMU.

All communications and reports must be in Vietnamese and English. All the above completed reports must be submitted to and approved by PM.

**QUALIFICATION AND EXPERIENCE**

- Bachelors degree in journalism, communications, advertising or related field of study;
- At least five years of experience in developing communication materials for development organizations, preferably in energy efficiency related areas.
- Excellent writing skills in Vietnamese and English.
- Strong networking with media system in Vietnam
- Fluency in Vietnamese and English, both spoken and written.
- Basic knowledge in graphic design (using Quark Express, Photoshop, CorelDraw; and word processing) and development of multi-media material.
- Ability to function effectively in an international, multi-cultural environment;