

Terms of Reference
Communication Officer
For
BirdLife International Vietnam Programme

Background:

BirdLife International is a Partnership of more than 100 non-governmental conservation organisations all over the world that works together on shared priorities, policies and programmes of conservation action, exchanging skills, achievements and information, and so growing in ability, authority and influence. The Partnership strives to conserve birds, their habitats and global biodiversity, working with people towards sustainability in the use of natural resources.

BirdLife Vietnam Programme is a programme office of the BirdLife Secretariat, which is based in Cambridge, UK. BirdLife has been active in Vietnam since late 1980s. In 1997, BirdLife Vietnam Programme was one of the first few international conservation NGOs in Vietnam that obtained the representative office license. Since its establishment, BirdLife Vietnam Programme has been implementing a number of projects that have contributed to the more complete inventories of Vietnam's biodiversity values and have established its reputation as a provider of reliable information and technical assistance for informed decision making in conservation. Presently, the programme has expanded its activities in throughout Indochina and has been moving towards more site intervention and policy advocacy.

To support its above-mentioned strategic development, the BirdLife Vietnam programme requires the service of a Communication Officer to introduce and implement innovative ideas to improve the public image and conservation profile of BLVN and to generate/increase the demand for birds and other biodiversity conservation in Vietnam.

Please find out more about BirdLife International and its programme in Indochina on www.birdlife.org and www.birdlifeindochina.org

Job title: Communication Officer

Reporting to: BirdLife Vietnam Programme Manager

Working relationship:

The communication officer will maintain close working relationship with BirdLife International Vietnam Programme staff and other staff in the Indochina programme, the BirdLife Secretariat in the UK and other partners within the BirdLife Partnership; Vietnamese departments/agencies such as PACCOM; donor organizations; and other foreign and local counterparts of BirdLife in Vietnam.

Overall purpose of job:

To be responsible for all matters relating to the communication and public relations function in the BirdLife International Indochina Programme and Vietnam Programme.

Main duties:

1. In consultation with BirdLife Vietnam Programme Manager and the BirdLife Indochina Programme Manager, develop and implement a realistic and innovative communication strategy for BLVN to achieve its conservation and institutional development targets for the period 2008-2012 and beyond. This communication strategy should have:
 - a. Clear and relevant objectives and targets
 - b. Measurable performance indicators and timeframe
 - c. Realistic activities
 - d. Estimated required inputs (human and financial resources)
 - e. Suggested funding strategy.

2. Be responsible to implement the following regular communication/outreach activities of BirdLife Vietnam programme:
 - a. Write and send out weekly press releases on BirdLife's conservation activities in Indochina countries and/or other relevant issues (at least 2 press releases/news articles per month)
 - b. Prepare and distribute BirdLife Indochina Programme's quarterly newsletter – the Babbler.
 - c. Maintain, improve, and regularly update information on the website of BirdLife International Indochina Programme (www.birdlifeindochina.org) to ensure its better outreach to BirdLife Indochina's constituents (e.g.: nature lovers, business sector, research and donor community, etc).
 - d. Lead in organization of other communication/PR activities and social events, as well as the production of communication/outreach materials, publishing work and publications for BirdLife Vietnam Programme.

3. Assist the Vietnam Programme Manager and the BirdLife Indochina Programme Manager in conservation fundraising and advocacy activities, and other relevant activities requested by the Vietnam Programme Manager and/or the BirdLife Indochina Programme Manager

Qualifications and other requirements:

- Relevant university degree with excellent English and Vietnamese language skills.
- Very good communication, presentation and interpersonal skills; Matured and confident personality; Ability to work effectively both in team and independently.
- Sympathy to biodiversity conservation cause.
- At least five years' work experience in communication/public relation or other related fields.
- Good computer skills. Good website management skill is definitely an asset.
- Willingness and ability to travel within and outside Vietnam.

Other information:

Job Type: Full-Time
Location: Ha Noi
Job level: Experienced (Non-Manager)
Salary: Attractive remuneration-package that is commensurate with successful candidate's qualification, experience and salary history; and to be appraised on performance.

How to apply?

To apply for this position, interested candidates should send the job application set which includes a CV (with a recent passport-size photo on it), an application letter in English briefly addressing the selection criteria, copies of relevant degrees and certificates **by post** to our office address below **no later than 31st July 2008**:

BirdLife International
N6/2+3, Lane 25, Lang Ha Street
Hanoi

An electronic copy of the application via the following email address is also required: lan@birdlife.netnam.vn

Earlier applications will be favoured.