

**Job Title: Communications Manager**

Reports to: Head of Fundraising and Communications (HFC)

**SAIGONCHILDREN – ORGANISATION PROFILE**

Saigonchildren is a UK registered charity working exclusively in Vietnam. The vision for saigonchildren is to work towards the elimination of poverty in Vietnam through education. Our mission is that:

*“Saigonchildren enables disadvantaged children in Vietnam to reach their full potential through receiving a quality education relevant to their needs.”*

Saigonchildren is committed to the education of disadvantaged children in Ho Chi Minh City and rural provinces across the country. We help by giving them an opportunity to approach adulthood with a good education, in good health and able to sustain themselves and their families.

Education is, we believe, the most lasting and effective way we can help children and their families to escape from the cycle of poverty and it represents a double investment – an investment in the children but also an investment in the future of Vietnam. Saigonchildren has built up a reputation as a strong and effective NGO.

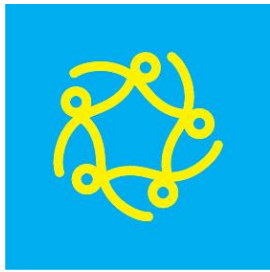
Saigonchildren builds schools where there are none or only the most basic provisions; we provide scholarships and support to individual children from kindergarten to vocational training and third-tier education; we work with children with disabilities and support the development of the local Vietnamese organisations that support them.

**KEY ROLE AND RESPONSIBILITIES**

The Communications Manager is a member of the Fundraising & Communications Department reporting to the HFC. You will be responsible for the communications and digital fundraising strategies that will enable the Saigonchildren to achieve its strategic ambitions and vision. You will be the custodian of the brand to raise our profile further, enabling us to reach more people and attract more funding.

The post holder’s principal responsibilities include:

- To strategise and lead the organisation’s communications efforts, including:
  - Creating and achieving ambitious plans for income growth, donor base development and brand awareness building
  - Monitoring performance and risks
  - Managing all outsourced relationships
- To oversee and implement daily communications tasks with the support of the Communications Officer and volunteers/interns, including:
  - Promotion of the organisation’s brand images and its programme activities through media channels (website/social media/ media outlets/ etc.)
  - Promotion of specific partnerships with corporate donors (social media/ press releases)
  - Responds to messages and calls through the organisation’s channels.
  - Development of written content (printed & digital) materials, to support the organisation’s activities, i.e., fundraising, maintaining interest from donors, other programme events, and, where appropriate, the activities of the Director and Heads of departments (newsletter, social media, annual report...)
  - Building up visual materials, including photos and videos of the organisation
  - Managing digital fundraising campaigns (campaign cycle, acquisition, conversion, call to donate)
  - Updating donor databases following campaign and communication activities
  - Supporting merchandise development & promotion (Calendars, cards, products)



- Keeping up to date on emerging communications technologies
- To deliver other tasks required by the HFC to fulfil department's objectives.

**Required:**

- Vietnamese national with a university degree
- A minimum of four years of work experience in relevant fields such as media/communications/marketing/journalism
- Experiences in social media campaign and brand management
- Creative thinking, independent individual with a can-do attitude
- Proven track record of achieving results.
- Excellent verbal and good written communication skills (in English and Vietnamese)
- Proficiency in using Microsoft Office Tools and design tools.

**Desired:**

- Experience in non-profit organisations and understanding the nuances of communications in the development field.
- Knowledge and experience in digital marketing, including but not limited to SEO, Google Ads, Facebook ads, Google Analytic

**Core staff responsibilities:**

The Communications will work closely with 6 other core team members of the department. We work as a team where responsibilities and work are shared across the team on a project-by-project basis and where we cover each other when needed, rather than being too precise about who does what. Developing relationships and networks with potential donors and with event participants is essential, as is ensuring events are delivered to saigonchildren standards on deadline. There will therefore be a need for some weekend and evening work in this role.

**HOW TO APPLY**

Interested qualified candidates are invited to send their detailed resumes and cover letter to Ms. Phung Nguyen (hr@saigonchildren.com)

This position is for the coverage of maternity leave with a high possibility of extension.

We thank all applicants, but only short-listed candidates will be contacted for an interview.

Deadline for submission: **23:59 (GMT+7), 7<sup>th</sup> April 2024**