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**HELVETAS**  
VIETNAM



**CRED**  
Center for Rural Economy Development

### **Job Advertisement:**

#### **Project Communications and Visibility Officer, based in Hanoi**

The ST4SD project, co-implemented by Helvetas Vietnam and CRED is looking for a full-time Communications and Visibility Officer for the SECO-funded project “Swiss Tourism for Sustainable Development Project (ST4SD) in Vietnam”, 2023-2027. The overall objective of the project is contributing to a more sustainable and inclusive tourism sector in Vietnam. In the long term, the ST4SD project will support the creation of new livelihoods and sustainable economic development in Vietnam. The project engages with Swiss sustainable tourism partners to transfer Swiss expertise and approaches to the Vietnamese tourism industry.

The communications and visibility officer will engage with the core work areas of the project: public – private dialogue, provincial sustainable tourism planning and product design and the development of a high-level ‘Executive Hospitality Training’ program to provide skills development opportunities for Vietnamese nationals.

#### **Terms of Reference:**

##### **Objectives / Responsibilities:**

1. To communicate the project externally in a manner that promotes:
  - a. Awareness of the core mission and project components to key stakeholders, development partners and the general public through a wide range of media.
  - b. Access of potential partners and beneficiaries to actively participate in the project and its components through marketing and promotion of specific project components.
  - c. Recent and upcoming events, progress and achievements of the project.
2. To ensure that the project team and partners are updated on the internal management of the project by providing material to communicate internally (to the donor, staff and partners) regular updates on progress, logistics of events and technical achievements within the project.

##### **Responsibilities:**

1. Continually update the project communications and visibility plan for the project and its individual components.
  - a. Update new target audiences for the project and select the most appropriate processes, mechanisms, and media for reaching these (with respect to objective 1 above).
  - b. Define changing key messages to each target audience and engage with the team lead and 3 component leads to update this information on a continual bases in line with project developments and progress.
  - c. To ensure that this messaging is consistent across the team and that it is in line with the donor requirements for the project.
  - d. Monitor progress for communications objectives against evaluation targets.
2. Specific individual promotional tasks for the project and its 3 components.
  - a. Content development which is appropriate for a range of media (printed, online, radio, television and virtual) through active and efficient engagement with project technical specialists, project progress report and through attending project meetings.
  - b. Regular updating of core content (websites, social media, printed material)

**Candidate Requirements:****Required:**

- Relevant qualification and 4 years' experience in a similar communications role.
- Experience of communications in a development context for the visibility of economic development projects.
- Strong proficiency in English and Vietnamese, both written and spoken.
- Knowledge of the tourism industry hospitality industry and an understanding of sustainable tourism issues.
- Excellent communication skills (verbal and written) and able to present complex data in a manner specific to a range of stakeholders and actors including: ministry, provincial governments, donor, tourism training institutes, students, tourism experts, business service providers, tourism associations, individual tourism enterprises.
- Strong interpersonal skills and a good team player. Able to liaise with project task managers for developing content in an efficient manner.
- Good planning skills and able to work to tight deadlines, including travel to target provinces, sometimes at short notice.

**Desired:**

- Knowledge & experience of marketing and branding within the tourism industry and in vocational training.
- Event management and planning.
- Strong presentation skills to a range of stakeholders and media.
- Video, photographic and online editing skills. Data management, processing and storage skills.
- Previous knowledge of the target provinces (Ha Giang, Dong Thap and Quang Nam) as well as Hanoi, Da Nang, Hue and Ho Chi Minh City.

**Line management and engagement:**

- Overall line management and supervision from the project Team Lead.
- Additional support and guidance from Helvetas and CRED Country Directors and technical advisors.
- Communication with the donor (SECO), government and private sector tourism actors.
- Regular engagement with the three component leads based on specific tasks.

**Duty Station:**

Duty station: Helvetas Hanoi

Travel requirements: To target provinces as required (up to 20% of time)

Expected start date: January 2024 (or as early as possible).

Interested candidates please send CV, motivation letters and copies of diplomas to [Helvetas.vietnam@helvetas.org](mailto:Helvetas.vietnam@helvetas.org) and [trieu.tuanh@helvetas.org](mailto:trieu.tuanh@helvetas.org) by **22nd December , 2023**.

Interviews anticipated for **first week of January**.

Only short-listed candidates will be contacted.