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**HELVETAS**  
VIETNAM



**CRED**

### Job Advertisement:

## Project Communications and Visibility Manager, based in Hanoi

The ST4SD project, co-implemented by HELVETAS Vietnam and CRED is looking for a full-time Communications and Visibility Manager 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 Manager will engage with the core work areas of the project: awareness raising on and promotion of sustainable tourism, Swiss tourism and its relevant sharing with Vietnam, provincial sustainable tourism planning and product design, destination development and the development of a high-level ‘Executive Hospitality Training’ program to provide skills development opportunities for Vietnamese nationals.

### Terms of Reference:

#### Key Responsibilities:

1. To increase public and stakeholder awareness of sustainable tourism and their benefits; Swiss tourism model and its relevant lessons for Vietnam and the implementation of ST4SD project.
2. To timely communicate and update the implementation progress of the project and its individual 3 components.
3. To document the project lessons learned and capitalization.

#### Key Tasks:

- **Develop and implement a communication plan** that promotes sustainable tourism in line with the core focus of 3 project components.
- **Create and manage content** (articles, press releases, reports, case studies) highlighting the sustainable tourism concepts and approaches; Swiss sustainable tourism models and their relevance to Vietnam, in consultation with the component managers, team leaders and partners;
- **Communicate the project activities and results** through news and images provided by project staff or by directly participating in activities;
- Update new **target audiences** for the project and select the most appropriate processes, mechanisms, and media for reaching these as well as ensure that the messages are consistent across the team and are in line with the donor requirements.
- **Coordinate the organization of awareness campaigns**, public outreach programs, and media collaborations to promote sustainability in tourism;
- **Utilize digital platforms** (website, social media, online forums) to engage project stakeholders and the public;
- **Coordinate the production of promotional materials** such as brochures, infographics, and video documentaries on sustainable tourism best practices;
- **Monitor progress** for communications objectives against evaluation targets;

- Select and curate information and articles with high intellectual and educational value to publish on the **website for knowledge management**;
- Compile research, reports, and lessons learned for knowledge management and sharing;
- Prepare and document **showcase stories for story telling or change stories**.

### **Candidate Requirements:**

#### ***Required:***

- Relevant qualification and 10 years' experience in a similar communications role.
- Experience of communications in cooperation development context for the visibility of social, economic and environmental 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 network.
- 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 government and private sector tourism actors.
- Regular engagement with the three component leads based on specific tasks.

#### **Duty Station:**

Duty station: Hanoi  
 Travel requirements: To target provinces as required  
 Expected start date: 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 **30 March, 2025**.

Interviews anticipated for **15<sup>th</sup> April 2025**

Only short-listed candidates will be contacted.