

TERMS OF REFERENCE

Communications Assistant, ICLEI Southeast Asia Secretariat (Last updated 21 May 2019)

Position Title	:	Communications Assistant
Direct Supervisor	:	Country Liaison Officer- Vietnam Communications Officer, ICLEI Southeast Asia Secretariat
Location	:	Hanoi, Vietnam
Classification	:	Consultant
Conditions	:	Project basis, position available until March 2020
Working hours	:	Primarily output-based but expected to report in office at least three times a week (eight hours per day); periodic communication with global partners may require work beyond office hours
Starting date	:	July 2019
Payment	:	Maximum of 10,000 EUR available for the consultancy. Payment will be made in tranches depending on milestones achieved

About ICLEI

ICLEI - Local Governments for Sustainability is the leading global network of over 1,500 cities, towns and regions committed to building a sustainable future. Established in 1990, ICLEI becomes the official focal point for Local Governments and Municipal Authorities (LGMA) at COP/ UNFCCC conferences. By helping the ICLEI Network to become sustainable, low-carbon, eco-mobile, resilient, bio-diverse, resource-efficient, healthy and happy, with a green economy and smart infrastructure, we impact over 25% of the global urban population.

The *ICLEI Southeast Asia Secretariat* (ICLEI SEAS) serves members in Indonesia, Thailand, Malaysia, and the Philippines. The secretariat has gained recognition from its experience in empowering local governments in the region by designing, promoting, and drawing external support to implement programs on urban resiliency, low emission development, integrated resource management, and other sustainability themes. ICLEI SEAS continuously inspires and invites local governments from provinces, cities, municipalities, and urban regions to forge partnerships for sustainability concerns specifically in terms of addressing climate change vis-à-vis urbanization; and encourage them to make this an important consideration in local development planning.

About Ambitious City Promises Project

Funded by the German Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety (BMU) through the International Climate Initiative (IKI), the Ambitious City Promises (ACP) project is a 3.5-year international project which aims to support selected large cities in Indonesia, the Philippines, and Vietnam to establish strong GHG reduction commitments, local climate action plans directed by concrete targets, enhanced multi-stakeholder engagement, and integrated strategies.

The model city of ACP in Vietnam is Hanoi while Soc Son and Son Tay serve as satellite cities. Through its citizen-engagement component, ACP implements activities aimed to encourage the participation of stakeholders in local climate action and to create more space for sectors and communities to be involved in the discussion and implementation of environment-related policies and programs. Through ACP, several activities will be conducted in Hanoi including public consultations, key informant interviews, social media campaigns, citizen surveys, and others. A pilot project concentrating on influencing behavioral change as well as stakeholder pledge collection platform are also being developed for Hanoi.

General Function

The in-country Communications Assistant for Vietnam is expected to support the Ambitious City Promises project in the development and implementation of all communications and citizen engagement-related activities and deliverables under the project. Specifically, s/he is expected to:

Specific Duties and Responsibilities

- a. Support the development, launch, and implementation of all communications-related activities in Vietnam including but not limited to online and offline campaigns, stakeholder engagement platform, behavioral change intervention (pilot project), and others.
- b. Support the project team in liaising with ACP cities in Vietnam regarding citizen engagement-related activities and deliverables
- c. Ensure that constraints brought about by the language barrier is minimized by tailor-fitting communication materials and medium to the local context; content developed from the World and Regional Secretariat shall be translated accordingly by the Communications Assistant
- d. Ensure that the local context of ACP cities in Vietnam, particularly Hanoi, as the model city, is considered in the development and implementation of all citizen engagement-related activities and deliverables.
- e. Ensure that ACP activities receive sufficient media coverage in Vietnam by maintaining contacts with media organizations, preparing press releases and briefers in the local language, and disseminating these to media contacts
- f. Support the Communications Officer in complying with the ACP communications and branding including use of logos, populated hashtags, keyword indexing, and content pick-up by other Vietnamese media organizations
- g. Support the project team in the visual packaging of all knowledge products of ACP-related activities and outputs. The Communications Assistant should ensure that visual design is consistent with ACP, ICLEI, and the cities' branding.
- h. Provide logistical support in the conduct of national workshops and meetings
- i. Assist the Country Liaison Officer with relevant tasks such as coordination with cities and partners, preparing reports, and others
- j. Other related tasks assigned from time to time

Qualifications

Education	1. At least a Bachelor's Degree in Journalism, Urban Design and Development , Development Communication, Communication Arts, Information Technology, Fine Arts, Environmental Science and Management, Political Science, Community Development, or other relevant degrees 2. Excellent command of the English language and native Vietnamese speaker, both written and spoken
Working competencies	1. Demonstrated ability to craft and implement a comprehensive communication and outreach strategy to support ACP's project goals, particularly the ones related to citizen engagement 2. Ability to contextualize and package direction, information, and materials from the World and Regional Secretariat in a way that is appealing and interesting to target audience groups in Vietnam 3. Ability to develop communication materials to support awareness-raising and behavioral change strategies 4. Proficiency in visual design software programs (e.g. Adobe Photoshop, InDesign, Premiere, Illustrator, and others) is a must 5. Proficiency in Microsoft Office applications (e.g. Excel, Word, PowerPoint) is a must. 6. Familiarity with basic publishing language such as HTML and CSS and content management system including Wordpress and Joomla is a plus 7. Familiarity with social media marketing tools such as Mentimeter, Keyhole, and Hootsuite is a plus 8. At least two years of experience in supporting project implementation with a focus on sustainable development issues, particularly climate change, low carbon development, citizen engagement, and community development 9. Demonstrated ability to create visually-appealing communication materials and knowledge products 10. Previous experience in development work or related work for donor organizations, government institutions, NGOs, private sector/ consulting firm is a strong advantage. 11. Knowledge of local government operational frameworks and processes is highly desirable.
Corporate competencies	1. Ability to work in international environment, independent, proactively, and has willingness to learn. 2. Has keen attention to detail and is highly organized 3. Ability to communicate concisely and clearly and to facilitate the decision-making process. 4. Must demonstrate intellectual and social flexibility and ability to manage multiple tasks at the same time without compromising both the quality of output/s and project deadlines. 5. Must be willing and able to travel domestically and internationally.

To apply, please submit a **Cover Letter** that demonstrates your experience, qualifications, salary expectation, and why you feel you would be the right choice for this position, along with your **latest CV**, completed **portfolio of sample works**, and other **supporting documents** (Certificate of Education, Certificate of Work, etc.).

Please send all materials in **one .pdf file** through email with subject **"Communications Assistant"** no later than **17.00 VNT on Friday / 21 June 2019** to: giang.hoang@iclei.org and val.bugnot@iclei.org. Applicants who do not comply with the instructions will not be considered.

Please use English for all communications. Only successful candidates will be contacted. No phone call is entertained.

For more information about ICLEI Southeast Asia Secretariat, visit <http://icleiseas.org/>.