



## Position Description Communications Assistant

September 2018

This position requires a talented individual with experience in programmatic communications and marketing planning and implementation, content creation, project and event management. The Communications Assistant will report directly into the Communications and Fundraising leadership.

This position is a **local** (not expat), contract position to end in December 2019, with the option for renewal pending funding availability. The position will be based in Long Xuyen, An Giang and HCMC.

**Deadline to apply:** October 31, 2018

### Key Responsibilities

#### Communication Planning:

- Develop communication and marketing plans for events, services, and activities that are in line with a greater communication and/or marketing strategy
- Assess effectiveness of communication campaigns through use of appropriate analytics

#### Budget and Operations:

- Assist in creating and managing a communication budget
- Assist with the management of volunteer and freelance resources
- Coordinate all marketing and communication activities
- Be an integral part of the fundraising and advocacy team

#### Traditional Marketing and Public Relations:

- Develop content for news articles for feature stories for release both internally and externally to various communications media, such as websites, newspaper space, social media and public announcements
- Create marketing and promotional materials, including newsletters, brochures, announcements for PALS programs and events
- Provide written copy for proposals, promotional brochures and other related written materials in support of outreach, advancement and public relations
- Monitor the use of marketing/branding materials to ensure message consistency within the organization
- Handle production of visual materials such as charts, diagrams, posters and photographs
- Review materials for copy and content editing and re-write for style and clarity of presentation
- Manage a central repository of communication materials

#### Digital Marketing and Public Relations:

- Develop and manage content for PALS website
- Develop and update calendar of events for PALS
- Make social media posts and coordinate social media presence relevant to PALS audiences
- Analyze web usage to identify trends for new media communication tools and social media

#### Events Management:

- Create, implement, and evaluate PALS events
- Coordinate audio/video capture of key events

Other duties as assigned

### Qualifications

- Bachelor degree required. Master's degree and/or coursework in statistical analysis and/or Management Information Systems strongly desired.

- Strong computer and analytical skills required (Excel power user, Relational databases such as Access, Salesforce, Microsoft Office Suite, Google Apps, Airtable, Tableau)
- Minimum of 5 years of communication and marketing for nonprofit/NGO experience
- Ability to produce quality promotional materials using specialized software packages (such as Adobe Creative Suite/Cloud) – sample work required
- Ability to undertake frequent, tough travel to remote areas; willingness to work the hours necessary to get the job done
- Evidence of ability to manage and engage social media presence
- Experience with event planning and management
- Excellent organizational skills, including multitasking and time management, and ability to prioritize tasks and manage projects
- Strong coordination, facilitation and presentation skills
- Excellent oral and written communication skills
- Ethical and accountable
- Ability to work and prosper in team environment
- Fluent in Vietnamese and English
- Women are encouraged to apply

#### **Benefits & Compensation**

- Compensation commensurate with experience
- Support to attend training programs as part of staff development

### ***About Pacific Links Foundation***

*Pacific Links Foundation* (PALS or in Vietnamese, *Vòng Tay Thái Bình*) is a US-based 501(c)(3) public charity whose mission is to support the sustainable development of Vietnamese communities and the enrichment of their cultural heritage. PALS launched counter human trafficking programs in 2005 in the remote border regions of Vietnam. PALS' counter-trafficking work is school-based, factory-based, and community-based, and accomplished with the support from local and international partners and funders/donors. We are a hard working team with all team members as donors to our organization. PALS offers tremendous opportunities to learn, grow and lead for our team members. [www.pacificlinks.org](http://www.pacificlinks.org)

PALS reserves the right to perform a criminal background check on current or prospective employees with the purpose of upholding the Child Protection and Vulnerable Adult Protection Policies.

Please send your resume and cover letter describing your qualifications and fit with position to [jobs@pacificlinks.org](mailto:jobs@pacificlinks.org)

Subject/Title of email MUST include: **Communications Assistant**