

Job Recruitment

Position: Communications and Marketing Manager

Duty Station: HSCV Office, Dong Da, Hanoi, Vietnam, with trips to rural project areas in Northern Vietnam

Working Hours: Full-time M-F

Start Date: March 2025

About HSCV

Humanitarian Services for Children of Vietnam (HSCV) has been dedicated to improving the lives of children, women, and families in rural Vietnam for over 20 years. Our programs focus on providing education and vocational opportunities, infrastructure development, improved living standards, and fostering economic empowerment.

At HSCV, we are passionate about advancing gender equality and advocating for the fundamental rights of children and women. We believe in the power of grassroots engagement to build inclusive communities where everyone has the opportunity to thrive.

As part of our 2025-2027 Strategic Plan, we are seeking a Communications and Marketing Manager to enhance HSCV's visibility, branding, and engagement with stakeholders.

To learn more about our work, visit www.hscv.org.

Position Summary:

HSCV is looking for a creative and strategic Communications and Marketing Manager to develop and lead our communications strategy in alignment with HSCV's Strategic Plans. The role will ensure cohesive branding, storytelling, and outreach across all channels while supporting fundraising efforts and public relations. The ideal candidate will have a strong understanding of nonprofit marketing, donor engagement, and digital communications.

Key Responsibilities

Brand Strategy and Management

- Develop and maintain HSCV's brand voice, messaging, and identity.
- Set guidelines for visual and written content to ensure consistency across all communications.

- Conduct regular brand audits to assess messaging effectiveness.

Content Planning and Creation

- Oversee and further develop HSCV's content calendar ensuring that it is aligned with fundraising campaigns, program updates, and key events.
- Create or oversee the creation of high-quality content (newsletters, press releases, annual reports, impact stories, donor materials).
- Gather success stories and beneficiary testimonials to highlight needs and showcase HSCV's impact.

Social Media and Digital Strategy

- Develop and implement HSCV's social media strategy, defining platform-specific goals and engagement strategies (Facebook, Instagram, Tiktok, LinkedIn).
- Oversee content creation and implementation, working with the Marketing, Events, and Sponsorship Coordinator.
- Analyze social media metrics and adjust strategies to enhance engagement and visibility.
- Manage HSCV's website using Wix, ensuring it remains up to date, engaging, and aligned with the organization's branding and communication strategy.

Public Relations and Media Outreach

- Cultivate relationships with media outlets, journalists, and influencers.
- Write and distribute press releases for key events and milestones.
- Manage media inquiries and coordinate interviews for key staff members.

Support for Fundraising Initiatives

- Collaborate fundraising team members to create donor-facing materials, including impact reports, fundraising appeals, newsletters, and donor engagement.
- Develop content for fundraising campaigns that align with donor engagement strategies.
- Provide branding guidance for events and sponsorship initiatives.

Internal Communications

- Develop internal updates to keep staff, board members and volunteers informed.
- Support with onboarding materials to align with HSCV's brand and values.

Key Relationships

- *Marketing, Events, and Sponsorship Coordinator:* Support and provide strategic direction on branding, social media, and event messaging.
- *Executive Director:* Report on communications strategy and public relations efforts.
- *Program Teams:* Coordinate with program staff to gather content on impact and beneficiary stories.

Traits of a Successful Candidate

Applicants should know that they are applying for a position at a grassroots organization with a small but dynamic team. We are looking for driven, self-starters who are interested in making a direct impact on the strategic communications of our organization and the lives of less fortunate people.

The ideal candidate will be:

- Adaptable and resourceful, capable of working independently.
- A creative thinker with strong problem-solving skills and the ability to develop compelling storytelling strategies.
- Detail-oriented and highly organized, able to manage multiple projects simultaneously.
- A team player with excellent interpersonal skills, able to collaborate effectively across teams and inspire collaboration from other team members.
- Passionate about social impact and committed to HSCV's mission and values.
- Proactive and self-motivated, eager to take initiative and drive meaningful change.

Qualifications & Experience

- 5-10 years experience in a communications or branding role, preferably in the nonprofit sector.
- Proven experience in developing and implementing strategic communications plans.
- Strong understanding of donor engagement, content creation, and nonprofit marketing.
- Strong writing and editing skills in English and Vietnamese.
- Experience with social media analytics, content management systems, design tools and website management (Canva, Adobe Suite, Wix, Mailchimp).
- Ability to build strong relationships with media professionals and partners.
- Commitment to HSCV's mission and values.

Performance Expectations & Success Criteria

- Developed and executed a comprehensive communications strategy.
- High-quality, consistent, and compelling messaging across all channels.
- Increased engagement and reach across social media platforms.
- Established relationships with media outlets, resulting in increased positive coverage.
- Developed a system for monitoring communications metrics and provided regular reports.
- Strengthened internal communications for alignment and collaboration.

Compensation and Benefits

- Monthly salary based on qualifications and experience, paid bi-monthly (~15th and 30th of each month).
- Compulsory insurance and motorbike insurance after one year of employment.
- Standard working hours: Monday–Friday, 8:00 AM–5:00 PM, with lunch and breaks.
- National holidays off, plus 12 personal days in the first year and 20 days annually thereafter.
- Occasional evening and weekend work required.

How to Apply

Send your cover letter, CV, letters of recommendation, samples from your portfolio and any supporting documents to Executive Director, Annetta De Vet at hscv.jobs@hscv.org. Applications must be in English. Only shortlisted candidates will be contacted. No phone calls, please.

Deadline and Starting Date

- Application Deadline: Mar 7, 2025
- Expected Start Date: March 2025

Join us at HSCV in making a meaningful impact and shaping a brighter future for the vulnerable children and communities of Vietnam. Your dedication and passion can make a real difference.