



RECRUITMENT ANNOUNCEMENT

Position Title: ICEM Communications Manager

Location: Hanoi, Viet Nam (with potential for regional travel)

Duration: 2-year renewable contract

Reports to: Director of Operations

Position Type: Full-time

ICEM - the International Centre for Environmental Management is a regional technical organization that supports government, private sector, and community partners to integrate climate resilience, environmental sustainability, and inclusive development into policy, planning, and investment. Headquartered in Hanoi, ICEM operates in some 25 countries across the Asia-Pacific region.

ICEM's communications function plays a central role in knowledge translation, stakeholder engagement, visibility, and advocacy across a diverse portfolio of projects, including the Mekong **PAD III Program**, which focuses on transboundary biodiversity conservation, climate resilience, and economic empowerment in the Mekong region.

To enhance strategic outreach, knowledge uptake, and donor engagement, ICEM is seeking a highly qualified Senior Communications Specialist with a strong background in environment and development communications, regional experience, and a demonstrated ability to lead strategic initiatives and produce high-quality, multi-platform communications products. The Specialist would take on a leading role in ICEM as our overall Communications Manager.

The **ICEM Communications Manager** will support and lead the design, development, and implementation of ICEM's communications strategies, products, and campaigns. The role will ensure alignment with ICEM's strategic goals and donor visibility requirements, particularly for flagship programs like PAD III. The specialist will also contribute to institutional knowledge management, support MEL-communications integration, and build capacity among ICEM staff and partners in strategic communications.

Key Responsibilities

Strategic Communication & Planning

- Lead the development and implementation of strategic communications plans for ICEM projects and institutional priorities.
- Align communications strategies with project MEL frameworks and donor visibility guidelines.
- Identify key audiences and tailor messages and formats accordingly.

Content Development & Knowledge Translation

- Produce and/or supervise the production of high-quality content, including policy briefs, success stories, infographics, toolkits, and visual storytelling assets.
- Translate technical and scientific findings into compelling, accessible formats for diverse stakeholders.
- Lead editorial processes for print and digital publications in English (and review Vietnamese or regional language products when required).

Media & Digital Outreach

- Manage ICEM’s multi-platform social media presence (Facebook, LinkedIn, Instagram, and Bluesky).
- Coordinate media engagement, press releases, and journalist outreach for high-profile events and project milestones.
- Oversee the creation and management of website content in collaboration with ICEM’s digital team.

Institutional Branding & Partnerships

- Uphold and strengthen ICEM’s brand identity across all communication outputs.
- Support donor and partner communications, ensuring proper visibility and co-branding.
- Represent ICEM in communication working groups, forums, and donor engagements as required.

Capacity Development & Internal Communications

- Provide training and mentoring to ICEM staff and local partners on strategic communications and storytelling.
- Strengthen internal knowledge sharing systems and documentation of best practices.
- Contribute to internal communication materials and ICEM’s staff engagement initiatives.

Deliverables

- Annual and quarterly communications strategies and workplans.
- Regular production and dissemination of targeted communication products.
- Communication contributions to project reports, donor updates, and MEL deliverables.
- Media and digital analytics reports with recommendations for content improvement and audience growth.
- Capacity development materials and documented trainings/workshops.

Qualifications and Experience

Essential:

- Advanced university degree in communications, journalism, public relations, or related field.
- Minimum 8–10 years of progressive experience in communications for international development, environment, or climate sectors.
- Proven ability to design and implement multi-audience communications strategies.
- Strong English writing and editing skills with an ability to translate technical material into engaging content.
- Experience with digital media management, visual storytelling, and production of multi-format content.
- Demonstrated leadership and team coordination skills in multicultural settings.

Desirable:

- Working knowledge of Southeast Asia development and environmental issues.
- Familiarity with donor communications and branding requirements (e.g., DFAT, USAID, ADB, WB).
- Experience integrating communications with MEL and GEDSI frameworks.

To apply, qualified candidates are invited to submit the following: (i) Cover letter outlining relevant experience and motivation, (ii) Updated CV with contact information for three references, (iii) Two writing samples or links to communications products (preferably related to environment/development) to ICEM at admin@icem.com.au. For more information about ICEM, visit www.icem.com.au.

Applications close on **31st July 2025**. Only short-listed candidates will be contacted.