

# Marketing & Communications Assistant

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## About the job Marketing & Communications Assistant

***Passionate about MarCom practices: Join Us as a Marketing and Communications Assistant!***

*Are you passionate about convincing your audience in a highly effective manner?*

*Do you want to contribute to initiatives that empower women and promote gender equality?*

*If so, we have the perfect opportunity for you!*

About the role

The MarComs Assistant will support the MarComs Manager in executing CARE Vietnam's marketing and communications strategy. The role involves assisting in the development and dissemination of high-quality content that effectively communicates our mission, project achievements, and advocacy efforts around social, economic and climate justice for women. The MarComs Assistant will also play a key role in managing social media, digital content, and public relations efforts.

Key responsibilities

### **1. CONTENT DEVELOPMENT AND STORY TELLING (50% of time):**

- Assist in creating content for various channels, including social media, newsletters, and website.
- Help draft press releases, case studies, success stories, and project updates that highlight the impact of CARE Vietnam's work.
- Conduct interviews with project beneficiaries and staff to capture human-interest stories.

- Support the development of visual content, such as photos and videos, that effectively tell our story.

## **2. MANAGE MEDIA AND DIGITAL MARKETING (20% of time)**

- Manage and regularly update CARE Vietnam's website and social media channels (e.g., Facebook, LinkedIn).
- Engage with online communities, responding to comments and messages to maintain a positive brand presence.
- Track and analyze social media metrics, providing insights to improve reach and engagement.

## **3. BRAND AND CAMPAIGN SUPPORT (10% of time)**

- Ensure consistent branding across all communication materials in line with CARE's guidelines.
- Support the planning and execution of campaigns, including content creation, event logistics, and online promotion.
- Help design and distribute marketing materials such as brochures, posters, and newsletters.

## **4. MEDIA ENGAGEMENT (10% of time)**

- Assist in maintaining CARE's media contacts database and support media outreach efforts.
- Coordinate with media for press coverage on CARE events, projects, and announcements.
- Prepare press kits, arrange interviews, and assist in organizing media field visits.

## **5. INTERNAL COMMUNICATION AND REPORTING (5% of time)**

- Support internal communications initiatives by preparing content for staff newsletters and bulletins.
- Maintain an archive of CARE's publications, photos, videos, and other communications resources.
- Contribute to the preparation of monthly and quarterly reports on communications activities and their impact.

## **6. OTHER COMMON ACCOUNTABILITIES FOR CVN STAFF (5% of time)**

### **Ideally, you will have:**

Experience working in/with marketing and communication activities for development projects

Proficiency in Microsoft Office and social media platforms; familiarity with design tools (e.g. Adobe Creative Suite, Canva)

Knowledge of social media management, content marketing, and analytics tools

Strong interpersonal skills, creativity, attention to detail, and the ability to work independently as well as part of a team

Able to manage multiple priorities in a dynamic work environment

Fluent in Vietnamese; proficiency in English (both written and spoken).

### **Why you should apply:**

Ongoing professional and personal development

A dynamic and innovative environment

Supportive teams

**Application Deadline: 5:00 PM, 11 December 2024.**

### **Interested?**

We invite Vietnamese candidates to submit expressions of interest to join our team. Please click the Apply button and complete the online application form linked to the vacancy on our careers page <https://www.careers-page.com/care-vietnam>. Please ensure you attach your pdf files including a letter of interest and CV in English, and two samples of the content projects you have developed before.

### **ABOUT CARE**

CARE in Vietnam has actively collaborated with various Vietnamese organizations and counterparts in the past 30 years in more than 300 projects. We realize that the keys to equal development achievements are interventions to address deeply rooted, underlying structural causes of poverty, social injustice, and gender inequality, which contribute to the exclusion and vulnerability of particular groups in society. In the long term, we work with partners to support marginalised women, ethnic minorities, and

those engaged in green enterprises or supply chains, have enhanced resilience and adaptive capacities to the effects of climate change, alongside the power, capability, and confidence to make and influence economic decisions, ensuring gender-just and equitable.

For more information about the organisation, please visit [www.care.org.vn](http://www.care.org.vn)

*"CARE in Vietnam (CVN) participates in the Steering Committee for Humanitarian Response's Misconduct Disclosure Scheme. CVN reserves the right to seek information from job applicants previous employers about incidents of sexual exploitation, sexual abuse and/or sexual harassment, and/or child abuse the applicant may have been found guilty to have committed or about which an investigation was in the process of being carried out at the time of the termination of the applicants employment with that employer. By submitting the application, the job applicant confirms that s/he has no objection to CVN requesting the information specified above."*

**CARE is an equal-opportunity employer committed to a diverse workforce. Women, ethnic minorities, and people with disabilities are strongly encouraged to apply.**

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