

Updated July 2020



Position Description

Position Title	Communications and Events Assistant
Project	Aus4Skills
Reports to	Partnerships and Professional Groups Manager and Aus4Skills Communications Manager
Location	Aus4Skills Office, Hanoi, Vietnam
Send CV and cover letter to	alumni@australiaawardsvietnam.org
Application deadline	25 July 2020

Program Overview

Aus4Skills is the main vehicle to realise the Australian Government's commitment to improve the quality of Vietnam's human resources. Aus4Skills is a five-year program which commenced on 1 February 2016.

Aus4Skills manages the Australia Awards Scholarships and the implementation of four HRD Components focussing on the development and application of new skills and knowledge acquired by Program participants and the enabling environments for their application, as well as strengthening organisational links between Australia and Vietnam in priority sectors. The four Components are:

1. Promoting Industry Linkages with Vocational Education and Training (VET)
2. Improving Quality in North Western Universities (QUNIS)
3. Advancing Women in Leadership (AWIL); and
4. Supporting Australia's Broader Interests (ABI)

Aus4Skills also contributes to the objectives and priorities of the 2017 Australian Foreign Policy White Paper and to the Strategic Partnership between Australia and Vietnam.

There are over 70,000 alumni in Vietnam of Australian institutions, including around 6000 scholarship alumni and an increasing number of alumni from Aus4Skills's HRD Components.

Aus4Skills supports the Australian Embassy Hanoi in the implementation of the Australia Alumni in Vietnam Strategy 2016-2021 (**Strategy**), a five-year initiative led by the Australian Embassy Vietnam in line with Australia's Global Alumni Engagement Strategy which aims to connect, mobilise and celebrate alumni. Implementation of the Strategy involves multiple stakeholders across government, education, and the private sectors, requiring well-structured coordination and oversight. A key focus of Aus4Skills is to provide support to alumni to enhance their skills and knowledge learnt in Australia and/or Vietnam. This will enhance alumni capacity to contribute to the development of their sector, community and more broadly Vietnam and strengthen their links with Australia

Position Summary

Aus4Skills is seeking a suitable candidate for the Communications and Events Assistant for **immediate start** until the end of December 2020 with possibility of extension. The requirements for the candidate as below:

High quality, well planned and well delivered events are core to effective alumni engagement and public diplomacy objectives. The Strategy prescribes that social media will be the priority platform used to communicate with alumni, particularly broad promotions, messaging and large event-based communications. The Communications and Events Assistant will support the Partnerships and Professional Groups Manager with events and social media activities.

The delivery of high quality public diplomacy products and outcomes for the Embassy is a critical role of Aus4Skills. The Communications and Events Assistant will also support the Aus4Skills Communications Manager in organising the communications-related elements of events and in identifying and developing good news/success stories – with a specific focus on alumni engagement events and activities.

The allocation of the Communications and Events Assistant's time will be managed by the Partnerships and Professional Groups Manager and Aus4Skills Communications Manager (with the input of the Program Director as required) in accordance with the current priorities.

Key Responsibilities

Under the management of the Alumni Partnership and Professional Groups Manager, duties include:

- Support the alumni engagement team in organising events, including managing logistics, venues and promotional materials; attending events and processing participants' evaluations
- Support the alumni engagement team in developing activities to build awareness of, and identify entry points and engagement with, alumni professional groups and stakeholders
- Support the alumni engagement team in implementing communications activities through all relevant forms of media, including social media
- Support the alumni engagement team in designing simple, quality communications materials used for events and promotional purposes in line with appropriate guidelines for the program
- Liaise directly with alumni as required
- Contribute to general alumni data management
- Undertake mapping of alumni and produce reports of various cohort groups

Under the management of Aus4Skills Communications Manager, duties include:

- Support the Aus4Skills Communications Manager in communications activities, including the media planning for events and logistics such as arranging journalists, photographers and/or videographers to attend events
- Support the Aus4Skills Communications Manager in liaising with service providers such as designers, printers for the production of communications products as required
- Support the Aus4Skills Communications Manager with media clippings and monitoring the distribution/inventory of promotional products
- Carry out other activities as reasonably required

Selection Criteria

Education

- Tertiary qualification in Journalism, media, marketing, communication or a related field.

Experience and Knowledge

- Demonstrated experience organising events, including managing logistics and designing promotional materials
- Demonstrated experience implementing communications through media platforms, including social media
- Demonstrated experience in networking and communication activities
- Graphic design skills and ability to use software, including Indesign, Illustrator and Photoshop
- Advanced computer skills including Microsoft Windows, Word, Excel, Outlook and PowerPoint, photo-editing tools.

Personal Skills

- Ability to handle multiple tasks with high attention to detail to ensure accuracy
- Ability to work under time pressure,
- Ability to work independently and with a team
- Demonstrated ability to communicate with persons of various disciplines
- Good degree of flexibility in work and personal life
- Demonstrated sensitivity to gender, disability and social inclusion

Child protection

Coffey is committed to protecting the rights of children. We reserve the right to conduct police checks and other screening procedures to ensure a child-safe environment.

About Coffey

Coffey has a 40-year history in successfully delivering international development projects on behalf of donors right around the world, including Australia's Department of Foreign Affairs and Trade, USAID and the UK's Department for International Development. Our people work side by side with local partners to support stability, economic growth and good governance, positively changing people's lives.