

Australia- Vietnam Economic Reform (Aus4Reform) Program

Term of Reference for Communication Unit

1. Background to Aus4Reform

The Australia-Vietnam Economic Reform (Aus4Reform) Program works with the Vietnamese Government to boost productivity and competitiveness in Vietnam. The program supports the development of quality policies, laws, and institutions through advocacy, consultation, and by strengthening the evidence base for economic policies - drawing on international experience and expertise, especially from Australia.

Specific outcomes that the Program will contribute to by the end of 2020 include:

- a. An improved and more equitable business enabling environment resulting in the formal registration of at least one million private enterprises by 2020;
- b. More competitive and transparent product and factor markets;
- c. Stronger competition law institutions, including an amended competition law, and restructured competition agency and enforcement mechanisms;
- d. Improved evidence base on impact of efforts to accelerate rural restructuring;
- e. Increased evidence base and awareness of the links between Women's Economic Empowerment (WEE).

The Program will help the Government of Vietnam achieve these objectives via four targeted components

- Building more Competitive and Transparent Markets and Business Enabling Environment;
- Ensuring Markets Operate Competitively in Consumer and National Economic Interests;
- Facilitating the Restructuring of the Rural Economy;
- Greater Business and Women's Voice in Investment Climate and Economic Restructuring Issues;

and a Flexible Fund to Respond to Emerging Bottlenecks to Productivity Growth and Innovation.

2. Activity Objectives

Communications and advocacy is important for Aus4Reform Program. The Program needs effective communications and advocacy which should meet the following objectives:

- (i) Reach the government and policy makers, the private sector, and the general public to build strong interest in, and support for, elements of the Government of Viet Nam's economic reform agenda supported by DFAT;
- (ii) Help raise the profile of the Australia-Viet Nam economic partnership in Vietnam;
- (iii) Develop a system for a regularly updated electronic library of key Aus4Reform resources, documents, photos and video-clips, etc.
- (iv) Be well planned and tracked to support ongoing M&E.

3. Duties and responsibilities

General

- Facilitate establishment and maintenance of working relations with the local mass-media outlets;

Specific

Provide communication service on Aus4Reform's events:

- Prepare the media release. Invite, work with mass media to ensure that the Program's event are reported on different newspapers published in Vietnamese and in English including major economic newspapers such as Vietnam Investment Review, Vietnam Economic Times, Saigon Times, VnExpress (among which some newspapers have in-depth articles on the event related topics);

4. Requirements for Communication Unit

- Having at least 3 years of providing strong Communications and Public Advocacy services.
- Reference from established clients (or at least clear evidence of successful implementation of communications strategies for established companies).
- Well established networks with the mass media, social media networks business associations, and the government.
- Being familiar with the economic and business reform issues and initiatives
- Experience working on ODA/ development projects, programs is preferable.
- Provide a motivation letter (1-2 pages) explaining why the company will be able to effectively implement the assignment.

5. Qualifications of the Responsible Expert from the Communications Company

Skills and Experience Required:

- Degree in journalism, public relations, social sciences, or related areas (additional training and certification in communications / media work and/or and non-discrimination is an advantage).
- At least three years of progressively responsible experience in communications, including public relations and/or journalism, preferably with NGOs, international organisations or projects;
- Proven experience in designing and coordinating communications, outreach and/or media programs and campaigns;
- Proven experience of developing and conducting online campaigns and building social media presence is an asset;
- Experience in similar assignments with other development partners is an advantage.

Competencies:

- Effective communication skills, ability to present information logically, clearly and concisely, ability to think creatively, to develop and implement innovative solutions in a challenging environment;
- Fluency in written Vietnamese and English language; Good knowledge on economic reform issues;
- Proven ability to manage diverse and complex tasks;
- Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high-quality standard throughout.

6. Timing

From Feb 2020 - Aug 2020 (with possible extension).

7. Direction

The Communication Unit be responsible to the Senior Program Manager. The Program Support Unit and Implementing Agencies will provide ongoing guidance and assistance to the Communication Company.