



EMBASSY OF AUSTRALIA HANOI

VACANCY ANNOUNCEMENT

The Embassy of Australia in Hanoi is looking for a talented and energetic individual to fulfil the position of **Strategic Communications Manager**.

Working for the Department of Foreign Affairs and Trade (DFAT) and reporting to the First Secretary (Political), the successful applicant will be the key advisor to both the Ambassador in Hanoi and the Consul-General in Ho Chi Minh City on all strategic communications issues. The position manages the work of the Strategic Communications Unit and will be responsible for the delivery of the '*Australia in Vietnam*' communications strategy.

Applicants should have strong experience in communications strategy, public relations and event management.

The successful applicant will be offered an initial contract for a 12-month period, and the embassy will consider flexible work arrangements. The full-time monthly gross salary ranges from VND54,583,642 to VND113,724,628, depending on skills and experience.

HOW TO APPLY

Applications for this position must include:

1. Application for LES Employment template (Personal Information and details of two work related referees who may be contacted if necessary);
2. No more than 650 words pitch template for written statement outlining the applicant's abilities and directly addressing each point of the selection criteria (no more than two pages typed); and
3. Resume/ Curriculum Vitae (with supporting documents and evidence of resume claims if any).

Applications should be e-mailed in **Microsoft Word and/or PDF formats (no more than 2.0 MB)** to hrhumanilarecruitment@dfat.gov.au with the subject title of: **STRATEGIC COMMUNICATIONS MANAGER LE6 (*insert your name here*)** by **5:00pm (Hanoi Time) on Tuesday 18 September, 2018**.

Late applications will not be considered

If you have not been requested to attend an interview within four weeks from the closing date, please assume that your application has not been successful. Only shortlisted applicants will be contacted.

About the Department of Foreign Affairs and Trade (DFAT)

The role of the Department of Foreign Affairs and Trade (DFAT) is to advance the interests of Australia and Australians internationally. This involves strengthening Australia's security, enhancing Australia's prosperity, delivering an effective and high quality overseas aid program and helping Australian travellers and Australians overseas.

The department provides foreign, trade and development policy advice to the Australian Government. DFAT also works with other Australian government agencies to drive coordination of Australia's pursuit of global, regional and bilateral interests.

About the position

The Strategic Communications Manager develops and implements comprehensive strategic communications, public diplomacy, media relations and social media to promote Australia's interests in Vietnam. Key functions of this role are to unify all communications from the Australian Embassy, build capacity amongst staff and ensure a strategic and planned approach to communications, public diplomacy and events. The Strategic Communications Manager leads the Strategic Communications team to deliver the 'Australia in Vietnam' communications strategy. This involves managing the public diplomacy budget and managing the day-to-day activities of the Senior Communications Officer and the Events Manager and Public Diplomacy Officer. The Strategic Communications Manager will also build strong networks of influence with key stakeholders.

The key responsibilities for the position include, but are not limited to:

- Plan, develop and implement the Australian Embassy strategic communications and public diplomacy strategy in line with the Australia-Vietnam Strategic Partnership, Australian Foreign Policy White Paper and other guidance of Australia's foreign policy objectives
- Monitor and evaluate the impact of strategic communication and public diplomacy activities and events, and oversee reporting to the Australian Ambassador in Vietnam and headquarters
- Develop unified branding guidelines for the Australian Embassy, particularly for the Australian development cooperation program in Vietnam, and oversee their application
- Develop a communication strategy for the Australian development cooperation program in Vietnam and oversee its unified implementation
- Guide the development of content which promotes Australia's development cooperation program in Vietnam across traditional and social media channels and identify opportunities to develop vignettes and stories to promote Australian Embassy communications objectives
- Assist in monitoring and evaluating the impact of communication activities of the development cooperation program to ensure value for money, effectiveness and relevancy to target audiences
- Manage the Australian Embassy social media channels and website, and review all content to ensure accuracy, appropriateness and consistency with Australian Embassy key messaging

- Oversee the preparation of media plans, media releases and organisation of media outreach events. This includes reviewing all content to ensure accuracy, appropriateness and consistency with Australian Embassy key messaging
- Support visits to Vietnam by Australian high-level ministers, parliamentarians, officials and other delegations, including by managing the development of visit media plans as appropriate
- Assist in producing visual content, including photographs and videos for social media channels
- Oversee the planning and organisation of Australian Embassy events, information sessions, functions and other communications projects to ensure their success, value for money and consistency with key messages
- Oversee the successful delivery of the annual 'Taste of Australia' program of events
- Develop and nurture a set of high level and influential external contacts including with the media, cultural and academic institutions, suppliers and venues
- Build capacity, mentor and support staff to build communications and public diplomacy skills across the Australian Embassy
- Lead on outreach and engagement with Taste of Australia and other Australian Embassy event partners and sponsors

Selection Criteria

- Fluent/Native English verbal and written language skills
- Demonstrated experience implementing and executing a communications strategy and communication activities
- Demonstrated knowledge and experience in digital communications including writing and editing documents
- Demonstrated experience in working with the media
- University degree or experience working in communications, public relations, media or related field
- Experience in graphic design and/or video making is desirable

THE AUSTRALIAN EMBASSY IS AN EQUAL OPPORTUNITY EMPLOYER