

UN-REDD Viet Nam Phase II Programme

Terms of Reference

Two Communications Officers

Background

The UN-REDD Viet Nam Phase II Programme is a part of the United Nations Collaborative initiative on Reducing Emissions from Deforestation and forest Degradation (UN-REDD). Phase II of the Programme was launched in July 2013 after Phase I ran from 2009 to 2012 (Decision 1724/QD-BNN-HTQT dated 29th July 2013). The Programme will assist Viet Nam to implement the National REDD+ Action Programme (NRAP), and benefits from the convening power and expertise of the Food and Agriculture Organization of the United Nations (FAO), the United Nations Development Programme (UNDP) and the United Nations Environment Programme (UNEP). The Programme will be implemented till the end of 2015 with total ODA support (grant) of over USD \$30 million. Vietnam Administration of Forestry (VNFOREST) under the Ministry of Agriculture and Rural Development (MARD) is the Programme Owner.

The overall objective of Phase II is “to enhance Viet Nam’s ability to benefit from future results-based payments¹ for REDD+ and undertake transformational changes in the forestry sector”. This objective will be secured through the following six Outcomes:

- Outcome 1: Capacities for an operational National REDD+ Action Programme (NRAP) are in place
- Outcome 2: The six pilot provinces are enabled to plan and implement REDD+ actions
- Outcome 3: National Forest Monitoring System (NFMS) for Monitoring and Measurement, Reporting and Verification and National REDD+ Information System (NRIS) on Safeguards are operational
- Outcome 4: Stakeholders at different levels are able to receive positive incentives
- Outcome 5: Mechanisms to address the social and environmental safeguards under the Cancun Agreement are established
- Outcome 6: Regional cooperation enhances progress on REDD+ implementation in the Lower Mekong Sub-Region

To implement the Programme, a UN-REDD Programme Management Unit (PMU) is established (Decision 1867/QD-BNN-TCCB dated 13th August 2013), under the leadership of the National Programme Director (NPD), representing the Viet Nam Administration of Forestry (VNFOREST). The NPD will be assisted by a deputy NPD, and together with an overall National Programme Coordinator, will manage the daily operation of the Programme.

Two Communications Officers will be recruited for the PMU to assist with communication.

¹Note that the term “results-based payments” refers only to the basis for international transfer of funds to Viet Nam.

Objectives:

The Communication Officers will be responsible for the implementation of the communication strategy for the Programme and the production of communication materials to be used in activities and events of the Programme. They are responsible for the accuracy and appropriateness of information about the Programme provided through materials and media; targeting, adapting and translating messages and materials for particular audiences and for ensuring that all communications products conform to the required specifications of UN agencies, the UN-REDD Programme, the Government of Viet Nam and implementing partners. They are also responsible for ensuring that communication channels between all Programme partners flow effectively, efficiently and promptly, including the delivery and presentation of reports, as required under the UN-REDD Programme.

Scope of work:

The Officers will work closely with all other PMU personnel. The various technical officers in the PMU will provide the communications officer, in a timely manner, with technical material that will contribute to the communications strategy. The Communication Officers will maintain the Viet Nam REDD+ web site and support the development of the knowledge platform for regional REDD+ information exchange, and the stakeholder engagement officers in 6 pilot provinces.

Specific responsibilities are as follows:

- Support the National Programme Director and Senior National Programme Coordinator in designing and implementing an effective communication strategy, reaching out to all relevant stakeholders in REDD+ and the general public with the objective of firmly establishing the National REDD+ Action Programme;
- Work closely with VRO to organize and facilitate the National REDD+ Network and the sub-technical working groups meetings. Especially, contribute to an interactive web-platform for the National REDD+ Network in collaboration with the FSSP;
- Produce effective communications materials for all relevant stakeholders at national and local levels, in particular for local communities and forest users;
- Maintain and update the Vietnam REDD website;
- Organize awareness-raising events, media trips, environmental campaigns;
- Assist in development of programme publications, fact sheets, booklets, leaflets;
- Assist in organization of meetings/workshops and events at central and local levels;
- Map different methods and outlets of communications;
- Map different activities being undertaken by key stakeholder groups related to REDD+;
- Develop a calendar of relevant events;

- Establish a network of media representatives and provide regular updates to the network;
- Provide support to provincial officers on stakeholder engagement;
- Maintain press clips/files clips, films, photos, promotion materials, leaflets, brochures, etc; and
- Implement other activities identified in the communication strategy.

Expected Results/Deliverables

- Communication strategy;
- Communication materials, as identified;
- Others to be decided during implementation

Recruitment Qualifications:

Education:

- University degree in Development Studies, Communication, Journalism or related fields;

Experience:

- At least five (5) years working experience in media and/or communication in environment protection, natural resource management, biodiversity conservation, ethnicity and rural development;
- Experience working with international organizations;
- Experience working with mass media, including TV, radio, internet;
- Good skills with website design and maintenance;
- Good skills with communications with local stakeholders in development and environment protection issues, in particular with local communities;
- Good computer skills in common word processing (MS Word), graphics programs and website builders; and

Language Requirements:

- Excellent and demonstrable English and Vietnamese language skills, both spoken and written.

Duration

One year, with two months probation. The contract will be renewable for duration of the Programme.

Duty Station

Hanoi

Expected Places of Travel (if applicable)

Limited (in-country only)

Supervision

The Officers will be supervised by the Programme Coordinator.

Compensation:

The Communication Officers will be compensated according to Reference Category 2-3 in Programme Personnel Proforma Cost in the EU-UN Cost Norms.²

²The pro-forma cost is all-inclusive. Compulsory social insurance and health insurance will be deducted from the employee's salary according to Social Insurance Law and the Health Insurance Law of Vietnam.