



Vietnam Relief Services Terms of Reference (TOR)

Head of Public Relations

The Head of Public Relations is responsible for interfacing with local and international media including television, newspapers, and online publications, to ensure that the VRS message is well heard. In addition, the Head of PR is the owner of the VRS Ambassador Program, and is responsible for keeping all VRS Ambassador's fully engaged and happy. As the focal point for the Ambassador program, the Head of PR will regularly identify media opportunities for the Ambassador's and VRS Executive Staff to ensure that VRS media is shared both internationally and locally. They will also participate in social media exchanges and online blogs in cooperation with the Head of Web Marketing and Communication and manage the creation and release of all press releases.

This post reports to the VRS Director in Hanoi Vietnam, and is expected to attend status meetings, VRS events and fundraisers, and assist in field level programs and activities when possible.

Primary Responsibilities: The primary responsibilities of this post are:

- Identify media opportunities in Vietnam and Internationally
- Engage the media to spread the VRS message
- Manage the VRS Ambassador Program, and ensure that all Ambassadors are informed and happy
- Raise awareness within Vietnam and Internationally about VRS, VRS projects, and the value of investing in Vietnam relief in general.
- Act collectively with the VRS Director, Chairman, and Head of Web Marketing and Communication for the design and posting of press releases and press events.

Additional Responsibilities: Additional responsibilities, acting in a support capacity include:

- Support for field level projects and activities in and around Hanoi.
- The occasional management of projects for other VRS employees and volunteers

- during periods of vacation, leave, sabbatical, or schooling.
- Attendance at VRS Events.

Requirements:

- 4 year degree in a related field
- Fluent in Vietnamese and Strong in English
- Media Contacts
- Strong communication skills
- Energetic, outgoing, and fun approach
- Active in Social Media including Twitter, Facebook, LinkedIn, and Blogging

Compensation:

- All VRS posts are uncompensated to maintain our pledge to mobilize 90% of all donations to field level programs.