



<b>JOB DESCRIPTION</b> <b>Public Relations Coordinator</b>	
<b>Organization Description:</b>	The European Chamber of Commerce in Vietnam (EuroCham) is the voice of the European business community in Vietnam. EuroCham was established in 1998 and is a members-based, independent, not for profit organization of European companies who are investing in Vietnam, for the benefit of all. With more than 1,300 members, EuroCham is one of the biggest foreign chambers of commerce in Vietnam. EuroCham represents a plethora of sectors and sizes, ranging from SMEs to MNCs with a very strong business network in both Vietnam and Europe. Acting as an intermediary between our members - the business community - and local, national, regional, and European authorities, EuroCham advocates on its members' behalf, to generate improvements in the business environment, raise awareness on key recommendations and disseminate information relating to doing business in Vietnam.
<b>MAIN DUTIES</b>	
<b>Job Title:</b>	Public Relations Coordinator
<b>Reporting to:</b>	Head of Marketing & Communication
<b>Direct supervising:</b>	No
<b>Job Summary:</b>	<ol style="list-style-type: none"> <li>1. Media relations</li> <li>2. Communication material preparation and distribution</li> <li>3. Digital Marketing</li> <li>4. Design</li> </ol>
<b>Location</b>	Ho Chi Minh – Vietnam
<b>Key Working Relationships:</b>	<p><b>Internal:</b> EuroCham Executive Director, other Departments within EuroCham</p> <p><b>External:</b> EuroCham members, local media organizations / groups</p>
<b>Main Duties and Key Performance Indicators:</b>	<p><b>Media Relations:</b></p> <ul style="list-style-type: none"> <li>● Act as a media relations contact point between EuroCham and Local media (All kind of Medias) to coordinate opportunities for EuroCham's messages to be heard.</li> <li>● Maintain a close relationship with selected media outlets, journalists, and editors, in order to optimize chances of media coverage on EuroCham's activities.</li> <li>● Support for organizing press conferences, media events, and other public relations activities.</li> </ul>



	<ul style="list-style-type: none"> <li>● Conduct and compile research to identify media outlets, journalists, bloggers, and key opinion leaders that would be interested in covering the chamber's activities and events.</li> <li>● Monitor media coverage of EuroCham and provide regular reports to senior leadership (Press clipping).</li> </ul> <p><b>Communication Materials:</b></p> <ul style="list-style-type: none"> <li>● Support on editing press releases, speeches, articles and other communications materials, ensuring they are accurate, compelling, and aligned with EuroCham's messaging.</li> <li>● Draft articles and Interview responses in Vietnamese, ensuring appropriate translations.</li> <li>● Help translate English PR materials into Vietnamese to ensure consistent and accurate messaging.</li> </ul> <p><b>Digital Marketing &amp; Design:</b></p> <ul style="list-style-type: none"> <li>● Implement EuroCham's digital marketing based on the plan discussed with Head of MarCom including social media channels, support to weekly newsletter.</li> <li>● Assist MarCom Officer in Design (Events kit, Newsletter needs...)</li> </ul>
<b>JOB REQUIREMENTS</b>	
<b>Education and Training Background:</b>	BA Degree in journalism, Marketing or Communication or in a related field
<b>Work Experience:</b>	Minimum 1 year of relevant work experience
<b>Management Experience:</b>	No
<b>Core Competencies:</b>	<ul style="list-style-type: none"> <li>● Excellent written and verbal communication skills to effectively communicate with stakeholders, including media outlets, chamber members, and internal teams.</li> <li>● Familiar with the media landscape, including journalists and outlets that cover chamber activities.</li> <li>● Strong networking skills and be able to develop and maintain relationships with media contacts.</li> <li>● Strong writing skills, attention to detail, and the ability to communicate complex information in a clear and concise manner.</li> <li>● Able to conduct research on media outlets, journalists, and bloggers to identify opportunities for coverage of chamber activities.</li> <li>● Able to work collaboratively with other teams, to ensure consistent messaging and effective communication.</li> <li>● Able to manage time effectively, prioritize tasks, and work efficiently to meet deadlines.</li> <li>● Design Abilities</li> </ul>



<b>Languages:</b>	Native Vietnamese speaker, with fluent written and spoken English and Vietnamese
<b>Software and Package Skills:</b>	<ul style="list-style-type: none"><li>• Good computer skills, including with Microsoft Office and Google suites</li><li>• Design/Video Production: Adobe Illustrator, Adobe Premiere Pro, Canva; Website: Word Press. Adobe InDesign is a plus.</li><li>• Knowledge and experience with WordPress is a plus.</li></ul>
<b>HOW TO APPLY</b>	
<p>If you are interested in this job opportunity, please send your CV with a cover letter and your references (if any) to <a href="mailto:careers@eurochamvn.org">careers@eurochamvn.org</a>. All applications must be received by <u>31 May 2023</u> at 17:00 Hanoi time. <i>NB: Due to the high number of expected applications, only short listed candidates will be contacted.</i></p>	