



JOB DESCRIPTION

Position: External Relations Manager
Supervisors: Corporate & Strategic Partnerships Manager
Schedule: Full-time
Location: Binh Thanh District, Ho Chi Minh City

ABOUT OUR ORGANIZATION

Founded in 2009, LIN Center for Community Development is a not-for-profit, nongovernmental organization. We envision equal access to social and economic opportunities and an improved quality of life for all (irrespective of age, race, gender, ethnicity, origin, etc.). Through grants, technical support and networking, LIN helps local nonprofit organizations (NPOs) and philanthropists (skilled volunteers and donors) to strengthen and grow so they can fulfill their potential as vehicles for sustainable development, poverty alleviation and citizen participation.

As an intermediary, LIN provides access for everyone to information, knowledge, and tools related to community development work. We facilitate platforms, network, workshop, conference, training, and consultation that support the development of local grassroots NPOs at the same time enabling the philanthropists to give strategically. We also promote local-led development and collaboration amongst individual and institutional philanthropists and NPOs through a community fund that provides grants for initiatives addressing local and environmental issues.

By September 2017, LIN has been serving 270+ local NPOs, hundreds individual and corporate philanthropists partners. More information and details about LIN programs and services can be found at: www.LINvn.org, www.LINNarrowTheGap.org, www.VietnamCauses.org.

POSITION DESCRIPTION

LIN Center for Community Development is seeking a high caliber candidate for the position of **External Relations Manager**. The person's primary responsibility is to ensure LIN's sustainability and development by leading the organization's marketing and communications, assisting with donor and partnership relationships and fundraising activities.

RESPONSIBILITIES

Assist the Executive Director and Director of Corporate and Strategic Partnerships in (a) Leading and executing LIN's marketing and communication activities and (b) Developing and maintaining partnerships to raise funds from grant/institutional donors, individual donors and Corporates (Vietnamese and multi-national).

Marketing and Communications

Main responsibilities include;

- Lead, develop and execute LIN's Marketing and Communications strategy across all channels (print, online, LIN's stakeholders)
- Guide the LIN team in the execution of the strategy
- Develop metrics and monitor the effectiveness of the Strategy
- Build and maintain positive relationships and regular communication with LIN's stakeholders

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- Develop and maintain relationships with local media
- Ensure the LIN website is up to date and has required functionality
- Act as the spokesperson, when required, to represent LIN effectively in meetings, and public events

Developing and maintaining partnerships

Main responsibilities include;

- Assisting the Director of Corporate and Strategic Partnerships in delivery of the Donor and Partnerships Strategy: maintaining relations with current donors, expanding the network with new corporate and individual donors
- Responsible for raising funds from corporate and individual donors for LIN's annual programs: Narrow the Gap, Community Partnership Initiatives, LIN Oi, Minh Di Dau, and others
- Liaise with corporate partners, act as a bridge for communications between them and LIN team
- Responsible for reporting to corporate and individual donors
- Run annual events that generate income for LIN's unrestricted for eg; CSR/CSV conference, fundraising events, LIN Oi, Minh Di Dau
- Manage LIN's donor management system (civiCRM)
- Assist in managing the annual budget for the Donor and Partnerships Strategy
- Draft and produce funding proposals and grant applications for potential donors and funding sources
- Draft Funding Agreements for donors and funding partners
- Research the opportunities to expand local revenue sources and identify new partnerships with a long-term vision to lessen dependency on foreign revenue sources
- Organize and manage fundraising events and other organization's celebration

PERSON SPECIFICATION

The External Relations Manager is a multi-functional role that would suit someone who is creative, confident and outgoing, but also well organized and systematic.

You must be committed to and passionate about LIN and the work that we do, and comfortable presenting and representing the organization in your daily work. You will be working with people at a senior level at foundations, AID agencies, and corporates. You need to be fluent in English and Vietnamese and able to develop, maintain and foster relationships at this level.

You will be a self-starter and innovator, unafraid to research and develop your own fundraising sources and event ideas. A strong and dynamic team leader, you will be able to work cross-departmentally and to juggle multiple priorities through sensible delegation and dialogue. Absolute integrity is essential as is the ability to maintain accurate records and produce effective reports on fundraising progress and donor communication.

With a good eye for detail, you will assure the quality of our regular communications with LIN's network of philanthropists, optimizing all channels, including digital and social media, to best effect. Good knowledge of IT systems would be an advantage.



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Experience in the NGO or not-for-profit sector is preferred but not essential. Applications are encouraged from suitable candidates in the commercial sector who are committed to building strong communities.

REQUIREMENTS

Education: University Degree in Marketing and Communications, Business Development, International Relations, or related field;

Experience and Skills:

- A minimum of four years' work experience including management background
- Experience in developing and executing Marketing and Communication strategies
- Experience in developing income strategies
- Experience in initiating, organizing and managing events, campaigns or projects
- Strong ability to network, communicate effectively and build relationship with various audiences including senior level professionals, heads of companies/organizations and potentially high-profile individuals
- Independent thinker with strong ability to analyze and solve problem
- Ability to multitask, perform effectively under pressure, and work as part of a small team with limited resources
- Excellent verbal and good written communication skills (in English and Vietnamese)
- Experience in managing online channels, for eg organization websites, Facebook, LinkedIn

Desired:

- PR, Communications and brand management experience
- An ability to research and initiate new funding sources or events
- Experience in preparing and submitting proposals for funding
- Experience in the management of IT platforms for egc civiCRM and Myemma
- Long-term relationship-based sales experience could be an advantage

OTHER REQUESTS

In addition to the above requirements, the candidate will:

- Be a Vietnamese citizen or overseas Vietnamese
- Have a passion for LIN's mission and commitment to LIN's core values
- Have a high level of personal and professional integrity and trustworthiness
- Have a strong work ethic
- Thrive in a fast-paced environment
- Ability to work independently and as part of a team
- Dynamic, pro-active and results oriented
- Friendly, outgoing, strong public speaking, and customer service orientation

LIN aims to always show respect and appreciation for each of our staff, partners, volunteers and donors and we ask that all of employees show the same respect for members of the LIN team, our partners, volunteers and donors.

Expected starting date: 4th Quarter 2017

APPLICATION & CONTACT INFORMATION



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LIN is committed to equal employment opportunities to all individuals based on merit, qualifications, abilities, and the law. Employment decisions are made regardless of race, color, ethnicity, gender, geographic or social origin, religion, age, disability or any other characteristics protected by law.

Interested candidates should submit a letter of interest and resume/CV via email to hr@LINvn.org. Please no phone calls, only applicants being called for an interview will be contacted. Please visit the website: <http://www.LINvn.org>, for more information about LIN.