



## **JOB DESCRIPTION**

<b>Position</b>	Design and Communications officer
<b>Team</b>	Communications and Fundraising
<b>Status</b>	Full time with flexible hours
<b>Location</b>	Hanoi
<b>Last updated</b>	June 2025

### **Job Purpose**

To share the vision, values and impact of Blue Dragon's work with the world through online and digital platforms.

### **Job Context**

Blue Dragon Children's Foundation is on a mission to end human trafficking. We believe that every child deserves exceptional care and a chance to thrive. Blue Dragon works with street kids, children with disabilities, and young people who have been trafficked. After rescuing children from danger and slavery, we reunite them with their family and provide all the services needed for recovery and growth while advocating for improvements to policy and law.

The Communications and Fundraising department ensures the success of Blue Dragon's work through fundraising, communications and marketing, and by maintaining our excellent reputation with donors, sponsors and the wider community.

Blue Dragon is a child-safe organisation, committed to the protection and exceptional care of children. We require all staff and volunteers to agree to and abide by our Child Protection Code of Conduct.

We offer equal employment opportunities to all qualified persons without discrimination or harassment. We will make any necessary job accommodation for persons with disabilities or special needs.

### **Key Objectives**

- Uphold Blue Dragon's mission and values.
- Lead the development of visual content that strengthens and reflects Blue Dragon's brand identity.

- Collaborate with communications and program teams to create compelling materials for digital and print media.
  - Support organisational visibility through strategic visual storytelling and brand consistency.
- Contribute to the design and implementation of Blue Dragon's communications and fundraising strategies.

## **Main Responsibilities**

### ***Visual Brand Leadership***

- Take the lead on developing and maintaining Blue Dragon's visual identity across all platforms and products.
- Design engaging visual content for campaigns, appeals, social media, website, publications, events, and other communications needs.
- Ensure all visual materials align with Blue Dragon's brand guidelines and messaging.
- Work collaboratively with the communications team and program teams to design materials that represent the stories and impact of Blue Dragon's work.
- Provide design oversight or guidance on materials produced by others to maintain quality and consistency.

### ***Communications Materials***

- Co-create a wide range of communications products including (but not exclusively) newsletters, annual reports, brochures, media kits and donor collateral.
- Support the development of campaign assets (both online and offline) in collaboration with the wider Communications and Fundraising team.
- Maintain and expand Blue Dragon's image and video library, ensuring up-to-date, accessible and high-quality visual resources.
- Where required, take or commission photos and videos to support communications needs.

### ***Digital and Social Media Support***

- Collaborate with the Communications Team to produce visually impactful content for web and social platforms.
- Visual storytelling: Ability to convey complex issues clearly and compassionately through design.
- Typography & layout: Strong sense of hierarchy, readability, and alignment — especially for reports, brochures, and social graphics.
- Support the visual optimisation of Blue Dragon's website and ensure its graphic content is up-to-date.
- As needed, assist with social media scheduling.
- Provide input into the creative direction of Blue Dragon's social media platforms, especially in the visual execution of content plans.

- Stay informed of trends in visual storytelling, nonprofit communications and social media, and apply learnings where relevant.

### ***Cross-Team Collaboration***

- Actively engage with program staff to gather visual assets and stories from the field.
- Support internal teams in designing materials for events, presentations, training, or donor engagement.
- Help build a shared understanding across teams of how strong visuals can support Blue Dragon's mission and communications goals.

### ***Other Responsibilities***

- Participate in team meetings and contribute to strategic discussions.
- Support the Communications and Fundraising team with ad-hoc tasks such as hosting visitors and representing Blue Dragon at events.
- Liaise with external creative partners and freelancers when additional design or production support is needed.

### **Support and Reporting**

The Design and Communications specialist works collaboratively with the Communications and Fundraising team and is supported by the Communications Coordinator and Communications and Fundraising Manager. Regular feedback and mentoring will be provided.

### **Key Selection Criteria**

#### ***Essential***

- Strong commitment to Blue Dragon's mission and values.
- Demonstrated experience in graphic design and visual storytelling across a range of media.
- Photography and/or videography skills.
- High proficiency in design software (e.g. Adobe Creative Suite, Canva, etc.).
- Ability to interpret and express brand guidelines creatively and consistently.
- Experience in developing content for social and digital media platforms.
- Strong organisational skills and attention to detail.
- Ability to work collaboratively across teams and with multiple stakeholders.
- Excellent communication skills in English and Vietnamese, both written and spoken.

#### ***Desirable***

- Experience working in the nonprofit or humanitarian sector.
- Familiarity with UX design principles or website content management.