

PROJECT

Empowering ethnic minority women for improved management of Pu Luong Natural Reserve, Ba Thuoc and Quan Hoa districts, Thanh Hoa province

Job Description

Responsible Community-based Tourism National Expert (part-time)

Post: Community Development Expert (part-time)

Working location: 5 communes (Pù Luông, Cỗ Lũng, Phú Lệ, Phú Xuân, Hối Xuân) of core/buffer zone of Pù Luong Natural Reserve, Thanh Hoá province (with regular travel to project villages)

Language: Vietnamese, English

Salary and other profit: Based on terms and conditions in the consultant service contract

Contract duration: 29 months (expected December 2025 – May 2028)

Founded in 1976, GRET is an international development NGO, governed by French law, which acts from work on the ground all the way up influencing policy, with the aim of providing durable and innovative answers to the challenges of poverty and inequalities. GRET has been working in 28 countries with its headquarter in France and 13 local representation offices in the world. Presented in Vietnam since 1988 with a representative office in Hanoi, GRET has developed diversified forms of support and expertise in agriculture, civic issues and democracy, natural resource management, energy and waste management, etc.. During its long term growth in Vietnam, expertise of the technical assistants, the profound knowledge of socio-economic context and local regulations, capacity of coordination of projects, experience in publication of references have been GRET Vietnam's strengths. For further information, please go to www.gret.org.

GRET office in Vietnam is seeking for a Project Officer for the project of “**Empowering ethnic minority women for improved management of Pu Luong Natural Reserve, Ba Thuoc and Quan Hoá districts, Thanh Hoa province**” (**EMPOWERING**) funded by EU. This 36-month project will be implemented in partnership with Thanh Hoa Union of Friendship Organisations, Ba Thuoc and Quan Hoa People's Committees, district Women's Unions, Pu Luong Natural Reserve Management Board and other stakeholders in the districts. It aims to improve the living conditions and economic empowerment of ethnic minority women and at ensuring a sustainable forest management in the core and buffer zones of Pu Luong natural reserve through 4 components:

- i) Mainstreaming **biodiversity and climate change issues in the local tourism strategies**: pilot of local dialogues and comprehensive framework in the natural reserve that will integrate community based forest protection and livelihood activities and promote inclusive mechanisms;
- ii) **Enhanced women's economic activities related to sustainable development**: set-up of community-based tourism cooperation groups and value-chain cooperation groups, providing respectively services and non-forest products to the tourism sector.
- iii) **Strengthen capacities of ethnic minority women to promote better environmental and gender-responsive practices**: village-based pool of village educators and communication and awareness raising on gender equality, environmental protection and responsible tourism.

iv) **Develop a Green Label certification system to promote responsible production and consumption in community-based tourism sector:** pilot of a Green Label certification for community-based tourism villages and in-the-village services and supporting policies at local level.

Job description: The Responsible Community-Based Tourism (CBT) Expert will be in charge of supporting development and implementation of community-based tourism (CBT) related interventions of the project in collaboration with project partners and stakeholders, and close coordination with other members of the project team, under the direct supervision of the Project Manager in Hanoi and technical support of the Project supervisor at HQ in Paris.

❖ ***Main tasks:***

1. Strategic Planning & Technical implementation

- Contribute to the strategic management and adjustment of the project's overall planning and implementation, as well as the development of its tools, methods, monitoring and reporting systems, providing technical advice for improvement and adaptation.
- Develop the project's CBT intervention strategies and related budget plans aligned with project goals and local socio-economic contexts.
- Lead and oversee all aspects of CBT interventions, in close cooperation with Project Manager/other project team members and partners from planning to execution and prepare reports and other project documents.
- Be responsible for and provide expert guidance on sustainable tourism practices, CBT product development/improvements/marketing, and local value chain integration for tourism-oriented agricultural and non-timber forest products within project framework.
- Design and facilitate the implementation of M&E surveys to review and evaluate the performance and impact of CBT interventions towards achievement of project objectives, and using participatory methods to ensure communities are involved in the process.
- Design and facilitate related training programs for community members, local businesses, partners' and project staff.
- Contribute to develop and document stories, best practices, and learned lessons from the project implementation.
- Develop positive relationship with local partners and ensure smooth communication with them.
- Participate in different networks for disseminating project experience and learnt lessons.

2. Conduct of field activities

- Ensure implementation and monitoring of the schedule of CBT-related activities in the field, and relationships between the project and its stakeholders, in close cooperation with local partners and team members, included in 2nd and 4th components mentioned above towards achievements of project objectives and expected results, specifically but not limited to:
 - ✓ Provide support for targeted CBT stakeholders in co-design, development and marketing of CBT products as required
 - ✓ Identifying and implement related capacity building strategies and activities.
 - ✓ Conduct/coordinate studies, review and assessment on CBT, responsible tourism.
 - ✓ Identify and promote opportunities, including engagement of private actors, in the process of co-design, development and marketing of CBTs products, promotion of responsible tourism in the destinations.

- ✓ CBT/responsible tourism advocacy, including integration of CBT -related issues and impacts in policy dialogues (Component 1) supported by the project.
- Provide inputs and support the implementation of other project activities.
- Conduct in close coordination with the project team members, monitoring and evaluation of the activity implementation in charge based on defined project indicators for a quality delivery of activity outputs/project outcomes.
- Develop programme and act as facilitator in different events, workshops, meetings, trainings.. when needed.

3.Others

- Participate in such activities as developing project proposals/ fundraising activities; conduct small scale surveys and collect necessary data and information, etc.
- Other responsibilities as assigned by Gret's Project Manager and Project Supervisor at Gret's HQ

Qualifications, Skills & Experience:

Required skills and experience

- Strong communication and interpersonal skills to effectively liaise with diverse stakeholders.
- Strong experience in sustainable tourism development, ecotourism, or CBT.
- Strong experience in value chain development.
- Ability to design and deliver trainings, conduct research, analyze data, and write reports.
- Strong experience in project management methodologies and tools.
- Experience working with communities, local governments, and the private sector.
- Background and experiences in tourism, business, economics, rural development or a related field.
- Minimum of 10 years of working experiences in tourism and/or community-based tourism.
- Understanding community-based forest protection or agriculture is an asset.
- Good interpersonal, planning, time management, coordination and problem-solving skills
- Ability to work independently and as a good player in a team.
- Willingness to travel and stay overnight in the project targeted villages.
- Excellent verbal and written communication skills
- Fluency in English and Vietnamese is required. Knowledge of Thai or Muong language is an asset.

Contract period: project-based contract, starting from December 2025.

How to Apply: Interested candidates should email a covering letter clearly indicating expected fee rate and a CV to Gret representative office at gret.vietnam@gret.org and huongtran.vietnam@gret.org with the email title: ***Pu Luong CBT Expert*** + **Name of Candidate** by the 21st Nov 2025.

GRET is an equal opportunity employer and does not discriminate on the basis of gender, religion, ethnicity, or any other characteristic. The recruitment process is free of charge for all applicants. Only short-listed candidates will be contacted for a job interview.