



JOB DESCRIPTION

Position	Public Relations Officer
Team	Communications and Fundraising
Status	Full time with flexible hours
Location	Hanoi
Last updated	September 2025

Job Purpose

Position Blue Dragon as the go-to authority on all things related to human trafficking, street kids and child exploitation in Vietnam.

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 kids are 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.

- Grow Blue Dragon's reach and reputation through public relations and media initiatives.
- Produce and assist in the production of content and communications materials to disseminate key messages that showcase Blue Dragon's work, expertise and achievements.
- Support in the implementation of Public and Media relations plans to share our message with a broad global audience.

Main responsibilities

The position responsibilities will be negotiated with the Media Relations Lead and the Communications and Fundraising Manager, and are expected to include:

1. Media relations:

- Assist with the handling of media enquiries and requests from journalists, including by gathering resources to share with press and arranging interviews.
- Take part in devising strategies and campaigns aimed at garnering media attention.

2. Media monitoring:

- Monitor and analyse Blue Dragon's visibility in and engagement with the media.
- Contribute to the development of the organisation's media monitoring tools and media evaluation systems.

3. Content creation for PR purposes:

- Create and assist in the creation of press releases, media packs and content for selected social media platforms and other communications materials.

4. Webinars:

- Assist in organising Blue Dragon's webinars and the PR plans to promote them.

5. Website:

- Develop and update the media page on Blue Dragon's website.

6. Other:

- Support initiatives aimed at enhancing Blue Dragon's public presence and image, such as maintaining cohesive branding in the organisation's offices, hosting visitors, assisting staff with their public representation and attending fundraising events.

Support

The **Public Relations Officer** works within the Communications and Fundraising Department and supports the Media Relations Lead, the co-CEOs, and the Strategic Director. The Public Relations Officer receives support from the Media Relations Lead and the Communications and Fundraising Manager.

Key selection criteria

Essential

- Demonstrated commitment to Blue Dragon's values.
- Qualifications in communications, journalism, marketing or a related field.
- 2 years of experience in journalism, communications, social media management or a related field.
- Excellent spoken and written English and Vietnamese.
- Excellent interpersonal and communication skills.
- Highly collaborative and willing to work within a diverse team.
- An interest in and ability to think critically and analytically in order to translate complex issues into straightforward and inspiring content.
- Willingness to occasionally work out of hours and on weekends when required.
- Demonstrated commitment to child protection.

Desirable

- A sound understanding of the media landscape and how the issues Blue Dragon tackles fit within it.
- Experience in non-profit or social impact communications.