

	JOB DESCRIPTION & RECRUITMENT STANDARDS	BM02/HCNS/QT-04 Soát xét: Hiệu lực: 01/08/2020
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Position: PUBLIC RELATION & FUNDERAISING MANAGER

Đơn vị: COMMUNICATION & FUNDERAISING DEPARTMENT of KHOI SU TU TAM FOUNDATION

I. JOB RESPONSIBILITIES

Primary Responsibilities:	
I.	Main Responsibilities
1.	Strategic Planning: Design and implement comprehensive communication and branding strategies; define objectives, target audiences, and core messaging
2.	Brand Management: Ensure consistency of brand identity and messaging across all platforms (Website, social media, and material)
3.	Public Relations: Develop and maintain relationships with the press and media; organize high-level events such as press conferences and seminars
6.	Fundraising Strategy: Develop capital mobilization strategies from diverse sources, including individuals, corporations, foundations, and events
7.	Sponsorship Acquisition & Management: Research, identify, and cultivate relationships with potential donors while maintaining existing donor engagement
8.	Fundraising Events: Plan, organize, and execute dedicated fundraising events
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10.	Team Management: Recruit, train, coordinate, and evaluate the performance of the Public Relation and Fundraising team
11.	Budget Management: Plan and manage budgets for all communication and fundraising activities.
12.	Reporting & Advisory: Report operational efficiency to Senior Leadership and provide strategic consultancy
II.	Supporting Responsibilities
1.	Collaborate with and support other departments to achieve the Foundation's collective goals
2.	Perform other duties as assigned by Leadership
AUTHORITY & BENEFITS	
1	Entitled to salary and bonus schemes according to Group policy
2	Social, Health, and Unemployment Insurance as per labor laws.
3	13th-month salary and company trips based on business performance
4	Welfare policies: Birthdays, sickness, maternity, weddings, etc

Primary Responsibilities:	
5	Professional, dynamic work environment with excellent growth opportunities
WORKING RELATIONSHIPS:	
Internal Coordination: Program Department, Philanthropic Knowledge Department, Operations Department.	External Coordination: Local authorities, socio-political organizations, sponsors (corporate/individual), media partners, and KOLs
Direct Supervisors: Foundation Director, Honorary Chairperson of the Foundation	Direct Subordinates: Department Specialists.

II. RECRUITMENT STANDARDS

Contents	Standard
1. EDUCATION & KNOWLEDGE	
- Education Level	Bachelor's Degree or higher (Master's/PhD preferred)
- Major	Communications, Marketing, Advertising, External Relations.
- Legal Knowledge	x
2. SKILL	
- Languages	English (Mandatory).
- IT Skills	Office software, communication tools, and media channels.
- Soft Skills	Excellent communication (English & Vietnamese); planning, organizational, and coordination skills
3. EXPERIENCE	
Description	Minimum 5 years in management; priority given to experience in NGOs (local/international) or social development sectors.
4. REQUIREMENT:	
- Age & Gender	35 years or older; No gender preference.
- Qualities	- Professional appearance; honest, proactive, responsible; passionate about community development and charity, respect diversity