



Funded by
the European Union

EU - VIET NAM SUSTAINABLE ENERGY TRANSITION PROGRAMME (SETP)
EU - Viet Nam Sustainable Energy Transition Facility

**TERMS OF REFERENCE
FOR
TECHNICAL ASSISTANCE FOR THE IMPLEMENTATION OF
THE EU – VIET NAM SUSTAINABLE ENERGY TRANSITION
FACILITY**

NO: ACA/2022/431-806

**WITHIN THE EU - VIET NAM SUSTAINABLE ENERGY
TRANSITION PROGRAMME**

NO: ACA/2020/040-898

Liaison and Communication & Visibility Officer
Component 5

16/10/2026

EU - VIET NAM SUSTAINABLE ENERGY TRANSITION PROGRAMME (SETP)

EU - Viet Nam Sustainable Energy Transition Facility

SUMMARY OF THE ASSIGNMENT

Position:	Liaison and Communication & Visibility Officer
Total Input:	Up to 14 months
Indicative Assignment Period:	November 2026 – December 2027
Reporting to:	Team Leader of the EU - Viet Nam Sustainable Energy Transition Facility
Place of normal posting:	Hanoi, Viet Nam
Place(s) of mission foreseen:	Local travel within Viet Nam as required (e.g. High-Level Field Visit locations)

CONTRACTING AUTHORITY

Stantec SA/NV - Nysdam Office Park, Avenue Reine Astrid 92 - B-1310 La Hulpe, Belgium

PROJECT BACKGROUND

The Overall Objective of the EU - Viet Nam Sustainable Energy Transition Facility (EVSET Facility) is to provide complementary support to the EU - Viet Nam Sustainable Energy Transition Programme ([SETP](#)) and the EU support to the energy sector in Viet Nam. The European Union has been the sole donor supporting the establishment and operation of the Viet Nam Energy Partnership Group ([VEPG](#)) since 2015. Ongoing support is provided through the EVSET Facility, implemented by Stantec. The Facility is one of the four complementary support projects under the EU–Viet Nam Sustainable Energy Transition Programme (SETP), a €142 million grant programme funded by the European Union.

The SETP will run until 30 December 2027.

The SETP aims at supporting a sustainable energy transition in Viet Nam, particularly to: (i) improve energy efficiency; (ii) increase the share of renewable energy in the energy mix; and (iii) improve the performance of the Viet Nam Energy Information System.

The four complementary measures of the SETP are:

- **The EU – Viet Nam Sustainable Energy Transition Facility (EVSET Facility)** implemented by Stantec in consortium with Centre for Energy Environment Resources Development (CEERD), Danish Energy Management (DEM) and SNV Netherlands Development Organisation (SNV);
- **Public Awareness Raising on Renewable Energy and Energy Efficiency** in Viet Nam (**PAR3E**) implemented by OXFAM;
- **Accelerating Energy Efficiency in Large Industries through** Energy Management Systems, System Optimisation and Promotion and Adoption of Energy Efficiency in Small and Medium-sized Enterprises (IEEP) implemented by the United Nations Industrial Development Organisation (UNIDO);

EU - VIET NAM SUSTAINABLE ENERGY TRANSITION PROGRAMME (SETP)

EU - Viet Nam Sustainable Energy Transition Facility

- **Accelerating Innovative Start-ups for Energy Efficiency (AIS4EE)** implemented by the Global Green Growth Institute (GGGI) which has recently been completed.

The EVSET Facility is being implemented from 2022 to 2027. It provides high-level demand-driven technical assistance and capacity development in areas of, but not limited to, technology and knowledge transfer through cooperation on areas like research, higher education and R&D for renewable energy and energy efficiency, renewable energy and energy efficiency policy, legal and regulatory frameworks, norms and technical standards, power market analysis, energy governance, energy information systems, energy budgeting and planning. In addition, it supports the disbursement of budget support under SETP and the VEPG Secretariat.

The primary beneficiaries of the Facility will be MOIT and its subsidiary institutions. Other beneficiaries include other energy stakeholders, like the Provincial People's Committees (PPCs), relevant Committees of the National Assembly (NA), MOF, MAE, MOST and other social organizations.

PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

The assignment aims to support the implementation of communication and visibility of the whole SETP and the Team Europe support to the energy sector in Viet Nam.

The position needs to closely coordinate with other entities implementing the SETP complementary measures to ensure consistent communication and promotion of SETP visibility under the Team Europe and VEPG framework.

The communication and visibility actions may be coordinated with communication on the policy of the partner country and/or its results (when relevant and feasible).

The target audiences are: (1) SETP direct beneficiaries: Viet Nam sustainable energy public policymakers; (2) the broader community of Viet Nam sustainable energy stakeholders, including the economic sector, academia and civil society organizations; (3) Team Europe, EU DFIs and other EU stakeholders in Viet Nam; and (4) the general public.

AREAS OF RESPONSIBILITIES / TASKS

- ✓ In consultation with the EVSET Facility Team Leader and the EUD, develop, implement and regularly update the Year 5 Communication and Visibility Plan, in line with current EU communication and visibility requirements for external actions.
- ✓ In close cooperation with the entities implementing the other SETP complementary support measures, review and ensure the consistency and quality of all visibility materials produced under the SETP, including updating SETP communication and visibility materials and documentation, and ensure that the SETP website and Facebook page are updated regularly.
- ✓ Update the VEPG websites, document library and internal information system.
- ✓ Support the design and production of high-quality communication and visibility material (i.e. brochures, leaflets, notebooks and hand-outs) for dissemination to key stakeholders, beneficiaries and participants in SETP, Team Europe and VEPG events.

EU - VIET NAM SUSTAINABLE ENERGY TRANSITION PROGRAMME (SETP)

EU - Viet Nam Sustainable Energy Transition Facility

- ✓ Support the planning and organization of large-scale public events (training seminars, workshops, conferences, etc.) and meetings. In particular, assist in the preparation and compilation of speeches, slides and presentations of short-term local and international experts.
- ✓ Support the EUD with the implementation of the annual High-Level Field Visit between MOIT and EUD.
- ✓ Design and implement media and communication actions for each event in close coordination with the EVSET Facility Team Leader and the EU Delegation to Viet Nam (EUD), including generating media attendance and drafting press releases.
- ✓ Assist in the production of high-quality publications (i.e. workshop proceedings), including coordinating the translation process of presentations to be included in the publications.
- ✓ Initiate and facilitate procurement, contracts and projects to provide external communication services and products (such as online tools, audio-visual productions, publications or visuals) by external service providers.
- ✓ Ensure adequate information flow and liaison between the Team Leader, the EUD and other key stakeholders regarding all communication and visibility actions.
- ✓ Establish, maintain and update a database of project stakeholders and support actions related to participants' invitations for each Facility event, including media and press representatives.
- ✓ Monitor media and social media coverage of the SETP and Team Europe support to the energy sector in Viet Nam, and report on it monthly and in six-monthly overviews.

INDICATIVE OUTPUTS / DELIVERABLES

- 5th Year Communication and Visibility Plan, within the first month of the assignment (D1).
- Monthly media and social media monitoring reports (D2).
- Press kits, press conferences, press training and study tours, radio and TV partnerships, website, newsletters, social media updates and campaigns, as set out in the approved Year 5 Communication and Visibility Plan (D3).
- Promotion of communication and visibility of the annual MOIT–EU (Team Europe) High-Level Field Visit and invitation of a selection of Vietnamese media to cover it (D4).
- Six-monthly overview of assignment results, including monitoring of communication activities on awareness about the SETP and its objectives and Team Europe support to the energy sector in Viet Nam, and how the activities complied with the latest Communication and Visibility Manual for EU External Action (D5).

EXPERT PROFILE REQUIRED

Qualifications and skills:

- University degree in Communication, Journalism, Public Relations or similar fields;
- Fluency in both written and spoken English and Vietnamese;
- Excellent writing and editing skills in both English and Vietnamese;

EU - VIET NAM SUSTAINABLE ENERGY TRANSITION PROGRAMME (SETP)

EU - Viet Nam Sustainable Energy Transition Facility

- Proficiency in social media and website content management, and in basic design tools (e.g. Canva, Adobe);

General experience:

- At least 5 years of relevant experience in managing and organizing communication activities;
- Experience working with various stakeholders, notably donors, public authorities and international organizations, in a multicultural context.

Specific experience:

- Experience advising on culturally appropriate communication approaches in Viet Nam;
- Experience in preparing communication products and relevant material, i.e. leaflets, brochures, newsletters, press releases, factsheets, media relations and partnerships;
- Experience in editorial activities;
- Experience in supporting the coordination of multi-disciplinary teams for communication outcomes, and in coordinating sub-contractors;
- Experience with EU-funded projects and EU communication and visibility requirements is an asset;
- Knowledge of EU cooperation policies and developments in the energy sector is an asset.

DURATION AND LOCATION OF THE ASSIGNMENT

This total input of up to 13 months will be delivered during the period November 2026 – December 2027. The assignment is full-time and the Officer will be based at the EVSET Facility office in Hanoi.

Weekend days, travel days and official public holidays are not working days unless prior approval is received from the Contracting Authority.

Local travel outside Hanoi is expected and includes high-level field visit locations.

TIMESHEETS

The Liaison and Communication & Visibility Officer shall prepare a monthly timesheet (giving a detailed account of daily tasks implemented) to be submitted for signature to the EVSET Facility Team Leader and Stantec.