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GRAND RECRUITMENT 2015

JOB DESCRIPTION

SUMMER PUBLIC RELATIONS TEAM

A. FUNCTIONS

For the summer of 2015, the **VietAbroad Summer Public Relations Team** (*VA Summer PR Team*) will be in charge of all public relations work for all summer projects. In other terms, this is effectively a central creative agency, and the summer projects are the specific clients. The direct supervisor of this team is the *Executive Communications Team*, who will be responsible for training, advising and managing the summer team.

The **goal** of the VA Summer PR team is to **devise** and **execute** tactics and strategies to **effectively promote** all programs of VietAbroad this summer to their respective targets, so as to **communicate the image of VietAbroad** as an organization. **Resources, guidance, and many learning opportunities** will be provided in the process.

B. AVAILABLE POSITIONS

- 9-11 Assistant Managers

C. TIME OF WORK

- Expected beginning day: May 1st, 2015
- Expected ending day: August 10th, 2015
- Expected commitment: 15-20+ hours per week. Duties may be more intensive the second half of May, during June and early July.
- Members are expected to be physically present in Hanoi, Da Nang or Ho Chi Minh City between May 15 and August 10.

D. RESPONSIBILITIES

To promote and broadcast to respective audience the core ideas, contents and features of VietAbroad events this summer, namely:

- VietAbroad Study-Abroad Conference (VASAC) 2015
- VietAbroad Career Series 2015
- VietAbroad iLead 2015
- You're Only Freshman Once (YOFO) 2015

and the overall brand name of VietAbroad as an organization itself,

Detailed responsibilities include, but not limit to:

1. **Basic responsibilities:** The team is expected to fulfill and maintain these tasks on a regular basis throughout the summer.
 - Mass media (print press, online press, television, etc.):
 - Work with journalists and editors to broadcast information through the Press Conference, press kits (including press release), press pitches, etc.



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- Liaise with potential media sponsors to negotiate contracts, and ensure benefits of VietAbroad and media sponsors are both fulfilled satisfactorily.
 - Social media (Facebook, YouTube, Instagram, etc.):
 - Maintain and generate constant, attractive content on social media of each respective project.
 - Highlight the features of each project on appropriate channels, at suitable time and in suitable form. The responsibility to attract participants for projects is hence shared by the Summer PR team.
 - Collaborate with the Design Team and the Media Production Team to generate media works that best communicate the tasks above with professional aesthetics.
- 2. Creative responsibilities:** The team is expected to collaborate to brainstorm novel approaches to promote each project, or all projects and VietAbroad as a whole.
- This can take a few of the following forms: graphics or photo series, infographics, graphic videos, expert interviews, street interviews, open surveys, musical items, short skits, flash mobs, public stunts, contests and competitions, social media tactics (hashtags, check-ins), “shock” baits, etc.
 - Details will be discussed during the initial phase of work.

E. QUALIFICATIONS

While each member is not expected to fulfill all of the following, we are looking for members to build a team that possesses:

- **Creativity.** Willing to think out of the box and adopt new strategies to broadcast similar messages in different forms. Flexible to adapt such strategies to constraints of budget, manpower, time, resources, or of VietAbroad’s larger image.
- **Sustainability.** Ability to maintain work ethics and output quality consistently and constantly throughout the term, under the high creative pressure.
- **Communication.** Excellent Vietnamese writing; fluent and effective Vietnamese speaking. Intermediate command of English.
- **Multimedia.** Ability to design graphics, edit photos, audio or videos (Photoshop, Illustrator, After Effects, Audition, Premiere, Final Cut, etc.) is an advantage, but not mandatory. (Ability to use Microsoft Word, Powerpoint, and Google Drive is a must).
- **Experience.** Prior experience in working with the press, managing WordPress platform, or moderating Facebook pages is an advantage, but not mandatory.
- **Self-awareness.** Aware of own strengths and weaknesses, and work to complement one another. Not afraid to challenge oneself in unfamiliar tasks. Able to teach and learn from one another. Able to work independently and in team, online and offline. Prior experience in press or social networks is an advantage, but not mandatory.

F. RECRUITMENT INFORMATION

- Round 1: Application round. Deadline: **11:59 PM March 31st (EST)**
- Round 2: Interview round for applicants who pass Round 1 only.

G. CONTACT INFORMATION

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