



**EMPLOYMENT OPPORTUNITY
WITH AN INTERNATIONAL NON-GOVERNMENT ORGANIZATION (INGO)**

Population Services International (PSI) is a leading global health organization with programs targeting malaria, child survival, HIV and reproductive health. Working in partnership within the public and private sectors, and harnessing the power of the markets, PSI provides life-saving products, clinical services and behavior change communications that empower the world's most vulnerable populations to lead healthier lives. PSI has programs in 67 countries. For more information, please visit www.psi.org

We are currently seeking a talented and motivated Vietnamese individual working **full time** with our dynamic team in **Hanoi** for below position:

Job Title: **MARKETING COORDINATOR**

Report to: **Marketing Manager**

Job summary: Marketing Coordinator to develop and support the implementation of social marketing interventions to promote risk reduction behaviors among men who have sex with men (MSM). This incumbent will coordinate PSI's interventions with MSM programs implemented by government, international and local civil society partners at national and provincial levels. She/she will also represent PSI MSM programs in national and provincial level stakeholder discussions.

Major duties:

- Work closely with Sales & Marketing teams to develop and implement social marketing interventions to promote correct and consistent use of water-based lubricant together with male condoms, female condom and VCT uptake among MSM. To ensure of using DELTA process for planning for all products/target groups and implementation of all activities agreed during the workshop.
- Work closely with the Marketing Manager to identify MSM CSOs and other community-level partners to improve PSI program coverage and results. Collaborate with these partners to develop content for MSM promotional materials and activities.
- Represent PSI among local harm reduction/HIV prevention partners (both provincial government and non-government organizations) in target provinces. Proactively reach out to these partners to develop and strengthen collaborative relationships, keep partners informed regarding PSI activities and identify opportunities for improved partner coordination.
- Lead implementation of the Technical Assistance package for MSM programming under the PAC. This includes capacity building for the PAC's network of ORW/PE by supporting roll out of the TOT training at the province level (HCMC, Hanoi), distribution of IPC tools and materials and ensuring adequate supply, materials to promote linkages at partner MSM service centers and follow up support in the field.
- Contribute to fundraising efforts for MSM and other MARP-targeted HIV prevention/harm reduction programming.
- Analyze cost effectiveness of all marketing activities (in mass and mid-media channels) and constantly seek to improve media efficiency to meet coverage targets

Selection criteria

- University/Master's Degree in Marketing or related fields
- 3-5 years experience in marketing activities
- Outgoing personality, enthusiasm, out of the box thinking, a desire to make a positive impact and a team player
- Ability to work independently as well as a team
- Good at written and oral communication skills in both English & Vietnamese
- Prior experience working with MSM CSOs etc. will be a plus

A competitive remuneration package will be offered to the successful candidate

Interested candidates are requested to submit detailed curriculum vitae (CV) with a letter of interest indicating the position you are applying for as well as copies of relevant certificates/degrees **no later than 13th May 2012** to **HR Department, PSI Vietnam; Address: 4th Floor, Side B, TOSERCO Building, 273 Kim Ma, Ba Dinh, Hanoi; or through email:hr@psi.org.vn or fax: (04) 3944 6323; Only short-listed candidates will be contacted for interviews. Please do not contact via telephone. Dossier will not be returned**