Telling our story - how USAID supports Vietnam’s economic competitiveness

Project Title	Telling our story - how USAID supports Vietnam’s economic competitiveness
Project Summary	Help USAID/Vietnam improve the quality and effectiveness of its communications and messaging about the Mission’s economic growth and governance activities.
Country	Vietnam

Project Description

Vietnam has experienced remarkable economic growth over the past 30 years, transforming from a poor nation to a lower-middle income country. The Government of Vietnam’s ultimate objective is for the country to achieve upper-middle income status by 2023.

USAID supports Vietnam to strengthen the country’s legal and regulatory framework in order to promote investment, economic growth and rising incomes. Working directly with the Government of Vietnam (GVN), the private sector and other stakeholders, USAID supports Vietnam’s transition to a rules-based market economy more fully aligned to international markets and standards. This includes support for more inclusive, participatory, transparent and accountable public policy processes related to economic governance and trade.

Presently, USAID/Vietnam’s Economic Growth and Governance Office (EG2) is managing a $116 million portfolio comprising 11 projects. More details about these programs can be accessed on the USAID/Vietnam website.

The EG2 Office currently uses several channels for disseminating and sharing information about our activities, including internal weekly reports and social media postings of public events. Our office would like to amplify and broaden these efforts not only to raise awareness but to share learning and knowledge across the mission, other USG agencies, GVN stakeholders, implementing partners, and private sector players.

Tasks will include:
* Develop a communications strategy for the Office, including mapping of target audience, crafting of key messages/themes
* Review and update existing fact sheets, website content, outreach materials, etc.
* Review and mine project reports and M&E databases for untold stories and lessons learned
* Prepare a recommended list of potential knowledge sharing products (including technical theme, format and length, target audience, etc.)

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Data visualization
Social media management
Storytelling/blogging/vlogging

Additional Information

Nice to have:
* Familiarity with Vietnam and its economic development
* Familiarity with USAID

The intern will collaborate with all EG2 staff on the review and clearance of technical content.

The intern will coordinate with the Mission's Development Outreach and Communications (DOC) Team to ensure that all deliverables conform to USAID branding and marking requirements.

Language Requirements

None