**TERMS OF REFERENCE**

The Center for Sustainable Development Studies (CSDS) is a Vietnamese non-governmental organization focusing on youth development activities, community development programs, and global exchange programs. Founded in 2009 in Hanoi, CSDS has developed and implemented diverse activities in many regions of the countries with the aim of contributing to positive change in Vietnam. Our mission is to empower and support young people by providing the opportunities and necessary skills to be agents of change and sustainable development in the community.

CSDS has organized training programs for the volunteers of the project "Friends of Ireland in Vietnam" with the companionship and sponsorship of the Irish Embassy since 2017 via the project “Friends of Ireland in Vietnam”. We are looking for a Trainer for our Marketing Communication Training program.

**Position**: Trainer

**Activity**: FOI Training

**Time**: From June to July, 2021

1. **Key responsibilities**

Designing content and training: Overview about Integrated marketing communication

Designing content and training: Creating content marketing on communication channels.

Designing content and training: Tiktok marketing

1. **Requirements**

The following knowledge, skills and abilities may be acquired through a combination of formal schooling, self-education, prior experience, or on the job training:

• 5 years of development experience about integrated marketing communication.

• Strong understanding of media channels

• 2-3 years of training experience.

• Good computer skills (word processing, excel and power point).

1. **Tentative planning**

Overview about Integrated marketing communication: 1 session

Creating content marketing on communication channels: 1 session

Tiktok marketing: 3 sessions

We give equal opportunity to every candidate, regardless of religion, race and gender.

Please send your updated CV and financial proposal (your proposed gross rate per working day in VND) to Ms. Tran Thi Thuong Thuong at [thuongtran@csds.vn](mailto:thuongtran@csds.vn) by 21 June 2021.