

# Communications Director



VAAR is excited to offer the opportunity to work in our shelter in Hoi An as a Communications Director. While we would like to take on anyone who would like to come, it is important for both VAAR and the staff to have a positive experience and for this reason we try to make sure that we will be a good match before the intern arrives. We are quite busy here at the shelter and with all the work we do, we need to have people here that will give us more time to develop the organization's mission. The information in this packet can help you to decide if working with VAAR is right for you.

## Work

You will be communicating what we do to the rest of the world and fundraising through online media. You will have access to VAAR's Facebook, Twitter, Instagram and Youtube accounts and will send web content to our website designer. You should have experience in using social media for marketing. You may also be asked to design paper media such as flyers or posters if you have skills in these areas and the appropriate software such as Adobe Illustrator or your favorite graphics package. We are in need of also getting the word out to other media outlets around the world to increase our visibility globally, so seeking articles and reaching out to journalists is an important part of the work.

In order for you to share our daily lives at the clinic and the shelter, you will need to produce media in the form of videos, photos, blog posts and sharing vegan/animal rights articles. You will need a good camcorder or camera capable of taking video with sound and experience with video editing. Our videos will be viewed by a social media audience with an attention span of 30 seconds, so the ability to create short but information-rich films is a must.

You will be living either nearby in a homestay or at the rescue shelter and farm sanctuary. You will need to be flexible as we do many out of house consults and mobile clinics which will need to be captured on our media. If we have an emergency vet call-out during the day, you should be available to film or take photos.

The following skills are essential: photography, video editing, blog writing, social media marketing/advertising. The following skills are desirable but not essential: website design, fundraising, graphic design. Writing grammatically perfect English with an understanding of our target audience is vital.

You will be working with cats, dogs, ducks, chickens, and a pig so you must be happy to work with all the animals we have here. You will need a good understanding of animal behaviour and how to positively interact with them, even the difficult ones. As well as loving animals, you should be an advocate of animal rights and understand the vegan lifestyle as this is part of the message we need to portray. Some experience working with animals is required.

You will need to be able to look after yourself and not be reliant on someone here to take care of you since the managers are extremely busy with a lot of other work. We will, of course, advise you on anything you need and provide you with a map of the local area and information about restaurants, transportation, and tourist sites.

We enjoy chatting and sharing ideas as well as going out to meet friends and eating the amazing food here in Hoi An, but please be aware that we have a pretty big job here at VAAR and need people to understand that we take this challenge quite seriously when we are on the job and around town working to promote animal rights. That being said, we are also very open to ideas about how we can change things in our work to become more efficient or effective, so feel free to share with us your ideas and your experiences when working with animals in other shelters.

Shift times:

The vet clinic is open from 8am-5pm every day. Unless it is an emergency we only take booked appointments, so it should be possible to plan your day around when there is activity in the clinic. **Media managers are responsible for managing their own work and free time as the role requires both being involved in the action as well as a lot of desk work.** Ideally, you'd be able to commit at least 20 hours a week to the job. The role is best for someone willing to commit at least 6 months, with the possibility to extend. It takes time to fully understand how VAAR works as an organization, what we stand for and the message we need to portray.

The salary is 10 million Vietnamese Dong per month for 20-30 hours a week plus free accommodation if it is available onsite. We will help you find a homestay off site if this is an option.

## Accommodations and Food

Your room at the shelter has a single bed, a clothes rack, some drawers, air conditioning and a shared bathroom. Accommodations are basic, but still better than any hostel in town because the house has cats and dogs! We have free wi-fi which is decent, but not great. There is better internet in town. 3G is generally pretty reliable though.

While the shelter is a home for the on-site vet manager as well as volunteers, its primary purpose is for helping animals recover. While we do enjoy relaxing and having a few drinks out or at home, if you are looking for a party, you should look for alternative accommodations. We are out in the countryside and people here go to bed quite early, as we also do since we get up early to take care of the animals to beat the heat. We ask that staff respect that and if they need to party away a holiday, they should do that before or after committing themselves to VAAR's schedule. We really want staff to enjoy spending time with our animals more than they enjoy being at pubs downtown. The animals need attention, so if your focus is on going out and partying off site, this will not be a good placement for you. Guests are not allowed under any circumstances at the shelter.

Food is at your own cost. There are many cheap places to eat and we have cooking facilities at the shelter. The organisation promotes veganism, therefore we do not allow animal products to be consumed on the property. You are free to eat whatever you like offsite and there are many restaurants in town. We hope you understand that this ties in with the mission of VAAR (protecting animals and improving the welfare of animals in Vietnam).

## **What you need to bring**

Please bring weather-appropriate clothing, plus clothes that you don't mind getting pretty messy in. This

isn't exactly a clean job being around animals all the time! If you plan on riding a motorbike, we request that you have solid shoes for that and plan on buying a good helmet. We take road safety very seriously. Please bring your own towel as well.

## **Living in Hoi An**

### **Information about the area**

Hoi An is 30km south of Da Nang, a large city with an international airport that has direct flights to Singapore, Hong Kong, Kuala Lumpur and Seoul as well as quick connections to Hanoi and Saigon. While Vietnam is not a highly developed country, volunteers will find almost everything they need in Hoi An as a big tourist attraction and UNESCO World Heritage Site.

Da Nang is not far away and whatever you can't find in Hoi An, you can probably get in Da Nang. It has picturesque beaches for swimming and surfing and a riverside that has many beautiful restaurants and historic buildings. The city is generally very safe, though we ask volunteers to still be cautious as usual with their belongings and money in public.

The food is great (especially for vegans!) and the people are friendly. We believe Hoi An is simply a very nice place to live.

During your time off, you are welcome to visit the many sites in the area and take a motorbike or bicycle tour of the beautiful countryside, mountains, and beaches. There is scuba diving and snorkeling at nearby Cham Island during the Spring and Summer and that can be either a day trip or an overnight stay on the island.

## Visas

You will need a visa to enter Vietnam and this situation changes frequently since the pandemic when they closed the borders. Contact us about current visa policies.

## Insurance and Medical

VAAR requires that all volunteers have travel insurance. People get sick and hurt here just like at home, and for the most part, Vietnam can handle the average medical emergency. However, for anything serious, you will want to be evacuated. Please make sure you have this on your travel insurance policy. Motorbike accidents are common and we generally get a little cut and banged up here at the shelter, so just be sure you are protected first.

We are not in an area where malaria is common, but people here do frequently contract Dengue fever in the rainy season for which there is no protective measure you can take. We recommend having vaccinations for Hepatitis A and B, Tetanus, Typhoid Fever, and Japanese Encephalitis (optional).

Rabies vaccination is required.

## Weather

The weather here is usually hot and humid, but in the winter/rainy season (October through January) it can be cold (15 C/ 60F) and wet and you may not enjoy being in a tropical paradise during a time when most people are just chilly and miserable. That being said, we love it all year long and hope you will put up with the weather and come in the winter anyway!

## Transportation

Volunteers will need to arrange transportation of some type to get from the town to the shelter. We recommend renting either a motorbike for roughly 80,000-100,000 VND (\$4-5) per day or renting a bicycle for 20,000 VND (\$1) per day. Traffic gets quite bad here in town so we do not recommend renting a scooter with no previous riding experience. Taxis are about 70,000 one way. We cannot provide transport back and forth into town for volunteers but will help you find a good place to rent a vehicle from. The shelter is a 10 minute motorbike ride or a 15-20 minute bike ride. The shelter is closer to the beach than to town.

**We need the right people helping us so please only apply if you are sure you will be happy with the work that is required and you can commit to the full length of your placement. If you have not been put off by anything that is written here, then great, you are just the type of person we are looking for.**