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## **JOB DESCRIPTION**

<b>Position title:</b>	Manager, Conservation Communications
<b>Reports to:</b>	Director, Conservation Communications
<b>Supervises:</b>	None
<b>Grade:</b>	B1
<b>Date:</b>	February 2009

**I. Mission of the Department:** To ensure the success of WWF's global conservation goals using strategic, relevant and innovative communications.

**II. Major Functions:** design, develop and implement clear and effective external communications strategies for his / her portfolio, maintain an overview, and coordinate where appropriate, the output of communications as it relates to his / her portfolio, and provide a vital link between the conservation priorities within his /her portfolio and the Communications and Marketing Division.

### **III. Major Duties and Responsibilities:**

- shape and deliver targeted, inventive external communications for his / her portfolio that catalyses change, strengthens the brand, offers compelling stories and provides opportunities and means for action.
- exploit and promote rigorous communications planning approaches and tools for his / her portfolio
- engage in forward planning efforts and contribute to the WWF international communications calendar
- ensure consistency of external messaging for his /her portfolio, and provide content expertise for his / her portfolio to support the various media channels managed within the Communications and Marketing Division
- Together with the Brand Unit, create and develop new ways to communicate the WWF brand and our conservation work, and deliver impactful stories and materials
- Assemble and exploit audience / market research for his / her portfolio, and identify the most effective ways to engage relevant target audiences.
- Together with the External Relations and Media Unit, monitor the current and future news agenda for his / her portfolio in order to identify and exploit communications opportunities
- Together with the External Relations and Media Unit, develop and maintain effective media relations with media relevant to for his / her portfolio
- Working closely with the External Relations and Media Unit, provide a “radar function” on emerging issues, crises and brand attacks for his / her portfolio and work with appropriate stakeholders to formulate a response, as well as prepare and update critical materials such as Q&As, messaging on hot issues to help limit and prevent crisis communications.

- Lead, coordinate and / or support as appropriate the communications for priority international advocacy and policy conventions, meetings and events for his / her portfolio

#### **IV. Profile:**

##### **Required Qualifications**

- Degree in communications, media, marketing or related subject;
- At least five years relevant professional experience;
- Proven success record in advocacy / change communications;
- Experience of working in an international environment.

##### **Required Skills and Competencies**

- Ability to deliver multiple simultaneous projects;
- Articulate, creative, passionate, flexible and tenacious;
- Excellent written and spoken English – other languages an advantage;
- Attention to detail, diplomacy and discretion;
- Ability to work as part of a team in a multi-cultural environment;
- Interest in conservation and environmental issues;
- Adheres to WWF's values, which are: *Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.*

##### **Working Relationships:**

**External** - Journalists, creative agencies, multi-media production, designers, partners, donors, other NGOs and stakeholders, freelance project staff

**Internal** - Programme & Conservation staff within their portfolio; other Communications Managers; NI Communicators; Communications and Marketing Division staff; NO, PO and other Network communications staff

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.