



**for a living planet**<sup>®</sup>

## JOB DESCRIPTION

<b>Position title:</b>	KAZA Communications Manager
<b>Reports to:</b>	KAZA Transfrontier Leader
<b>Supervises:</b>	Interns and vendors
<b>Location:</b>	Windhoek, Namibia
<b>Time frame:</b>	1 year contract (with possibility of renewal)

The World Wide Fund for Nature (WWF) is an International Non-Governmental Organization, whose mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

We are looking for a dynamic, enthusiastic and qualified **Communications Manager** to contribute to establishing and managing WWF's integrated communications and marketing development in support of WWF programmes in the Kavanago Zambezi Transfrontier Conservation Area (KAZA) and ensure that WWF is strategic, coherent, and compelling in its engagement of supporters, conservation partners and all key audiences.

### Main Responsibilities:

- Lead the design, implementation and monitoring of WWF's communication strategy for KAZA.
- Develop and maintain a web platform and archive for presentations, reports, scientific literature, media articles and other documents associated with KAZA.
- Lead and coordinate the development, delivery and monitoring of targeted creative and strategic media and digital plans highlighting WWF's conservation priorities in KAZA.
- Develop and maintain a high-quality photo library and coordinate with WWF Communications specialists for inclusion of relevant imagery in the WWF-I Hive.
- The identification and maintenance of key relationships with media institutions and expand opportunities for earned media.
- Facilitate and organize field visits to relevant KAZA activities for WWF communication teams and/or external media.
- Lead conservation teams on annual planning, monitoring and the evaluation of communication activities and impacts.
- Analysis, interpretation, production and communication of complex information to multiple audiences.
- Management of internal relationships between the three WWF offices (Namibia, Zambia and Zimbabwe), the African Regional Office and national offices on KAZA related communication matters.



***for a living planet***<sup>®</sup>

- Serve in an advisory role on communications and brand issues, as required.
- Develop effective audience tailored messages and find innovative ways to build and expand WWF in KAZA 's engagement with relevant audiences.
- Ensure the production of timely, relevant and quality communication products that support conservation efforts in KAZA.

### **Required Qualifications:**

- Proven design competencies in developing communication materials (newsletters, e-bulletins, posters, presentations, film, website design).
- Proven track record, and at least 5 years of experience in communications or public relations.
- Expert knowledge of traditional and new forms of media to deliver messages to both internal and external audiences.
- Excellent information technology and multi-media skills.
- A tertiary degree/diploma in Communications, Public Relations, Journalism, Media Relations, or related fields.
- Experience and expertise in developing relationships with institutional donors, high net worth individuals or corporations.
- A good understanding of the realities of PR and communications for promoting conservation issues.
- An understanding of and vocational interest in, environmental conservation, international development, not-for-profit sector and other related fields would be preferred.
- A good understanding of conservation and environmental issues (ideally for KAZA countries) and the use of communications to portray these fields.
- Excellent command of the English language.
- Some command of other languages (such as Portuguese) would be an advantage.
- Photographic/film making abilities would be an advantage.

### **Required Skills and Competencies**

- Passionate about conservation.
- Strong interpersonal and communication skills in a multicultural environment.
- Ability to assess the potential reputational risks and to act on opportunities for communication impact.
- Good diplomatic skills with sensitivity to political and cultural issues and values.
- Excellent written and verbal communication skills.
- High ethical standards of behaviour, good judgment, respect for others, confidentiality and attention to detail.
- Target oriented with willingness to learn.
- Good organisational analytical and research skills.
- Comfortable in working independently, as well as part of a team.
- Flexible and creative with an aptitude for solving problems together with a positive attitude.
- Proactive, decisive, agile and creative.
- Adherence to WWF's values, which are: Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.



**for a living planet**

- In possession of a driver's licence.

### **Working Relationships**

**Internal:** Interacts with the WWF TFCA Leader; WWF Namibia, Zambia and Zimbabwe communications personnel; Other WWF communication personnel (such as WWF-US, Germany, Netherlands and others; WWF ROA, WWF International, and other WWF Network staff), WWF Country Directors (WWF Namibia, Zambia, Zimbabwe) and other WWF staff (as required).

**External:** Interacts with KAZA Secretariat, national governmental institutions, non-governmental organisations, academic institutions, the media, donors, specialists / consultants, and communities and other stakeholders.

### **How to apply**

Applications must include cover letter and CV with contact details of three referees and should be addressed to [reception@wwf.na](mailto:reception@wwf.na) by 5pm on 11 September 2019

*WWF is an equal opportunity employer and committed to having a diverse work*