



JOB DESCRIPTION

JOB TITLE	Communications and Advocacy Director, Tigers Alive Initiative
REPORTS TO	WWF Tigers Alive Leader
STAFF SUPERVISED	Communications Officer and Consultants (where applicable)

Purpose of Job

Tigers Alive is an international WWF program working to ensure thriving, viable wild tiger populations in priority landscapes, to establish tiger conservation as a political priority and eliminate the trade in tiger parts and products. We are working towards the TX2 goal to double wild tigers by 2022. The purpose of this role is to lead, develop, coordinate and implement successful communications and advocacy strategies through targeted, innovative communications that reach and catalyze change in key constituencies. The Communications and Advocacy Director is responsible for building and maintaining positive profile for WWF's work through impactful media and outreach across key external online and offline communications channels; driving compelling stories and events that reinforce WWF's brand, while ensuring regular and efficient sharing and exchange of information through effective internal communications.

Key Objectives

1. Lead on the further development and implementation of the communications and advocacy strategy for the Tigers Alive program.
2. Lead and manage the delivery of internal and external communications and advocacy for Tigers Alive that helps secure conservation wins, strengthen WWF's profile, and support fundraising.
3. Plan and drive implementation of coordinated and effective regional and global campaigns and events.

Major Activities

1. Strategy: Lead delivery and reviews of the Tigers Alive communications and advocacy strategy within agreed timetables, deliverables, and budgets, in collaboration with colleagues within the Tigers Alive team and relevant colleagues across WWF, ensuring its integration with the policy, program and fundraising strategies, and targeting key audiences to build an international profile for WWF's Tigers Alive work and maximising the impact of conservation policy, program and fundraising achievements.
2. Digital and staff management: Oversee the development and management of the Tigers Alive website (hosted on WWF International's www.panda.org), social media channels (including

Twitter, Facebook, Instagram and Linked In) and production of regular and incisive blogs through management of the Communications Officer.

3. Work Planning: Develop work plans outlining key activities for implementation of the WWF Tigers Alive communications and advocacy strategy. Prepare communications project descriptions and budgets.
4. Campaigns and events: Conceive, develop and lead ground breaking communications and advocacy campaigns, projects and events to help achieve our TX2 goal. High level influence with range state governments is a key priority.
5. Media: Develop and maintain positive working relationships with targeted online, print and broadcast journalists, editorial writers and columnists, as well as other media staff (noting the national WWF offices will lead relationships with national media). Execute and monitor media strategies and activities, including press conferences, one-to-one briefings, press release, and other written materials. Handle press inquires and pursue opportunities for promoting tiger conservation. Organise media training for staff as necessary.
6. Internal Communications: Use and develop existing platforms (e.g., intranet, Zoom) for effective internal communication to build and maintain WWF network buy-in for Tigers Alive and generate maximum participation and support. Hold periodic meetings and work closely with implementing offices, donor offices and WWF International to ensure close coordination on communications effort.
7. Partnerships: Collaborate with TRAFFIC, to ensure an integrated communications strategy is developed and implemented with regards to tiger trade, and identify and build other partnerships that support external communications for tiger conservation at the regional and global level.
8. Products: Work with colleagues to produce and commission, as appropriate, editorials, features, advertisements, brochures, fact sheets, briefings, position papers, news stories, etc., on key tiger issues; and research and commission visuals, videos, photographs, and other footage as necessary. Oversee the timely development and distribution of quality tiger reports and publication.
9. Team Building: Lead, mentor and inspire the virtual Communications Team for Tigers Alive at the national, regional and international level.
10. Reporting: Prepare progress reports, track Tigers Alive's media presence, and analyse and report on the frequency and quality of coverage on a timely basis, as mutually agreed, to the Tigers Alive Leader.
11. Assessment: Review existing communications capacity and assets within the WWF Network for tiger and related communications with the aim to identify available resources and expertise and gaps in assets and knowledge. Identify tiger spokespersons and support them through provision of regular briefings, Q&As, fact sheets, and messaging notes.

12. Research: Oversee and conduct market research as appropriate to inform creative and innovative communications strategies, messaging and campaign propositions designed to effectively persuade target audiences to help protect the tiger, its prey and its habitat.
13. Provide a “radar function” on emerging issues, crises and brand attacks and work with appropriate internal stakeholders to formulate responses as required, as well as prepare and update critical materials such as Q&As and messaging on hot issues to help limit and prevent crisis communications.

Specifications

The successful candidate for this role must have:-

1. University-level qualifications in a relevant subject and at least 10 years’ senior communications experience obtained in a national or high-profile organisation where they were responsible for devising, formulating and implementing communication strategies and work plans.
2. Demonstrated experience of working in an international setting is essential, as is success in communicating complex issues in a persuasive way to a wide variety of audiences at all levels using diverse channels (TV, print, radio, web, etc.).
3. A proven track record in successful international communications and advocacy strategies and activities undertaken in a multi-cultural setting, coupled with the ability to anticipate and capitalise on opportunities and achieve high profile results.
4. Experience leading and participating in multi-disciplinary teams and building consensus, optimism and confidence in the face of challenges and pressure while charting new territory for the organisation.
5. Familiarity with a wide range of communication tools and approaches, their potential impact and their suitability for an organisation like WWF.
6. Long-term planning and analytical skills, as well as demonstrated ability to multi-task and work effectively to tight deadlines without compromising quality.
7. Strong interpersonal skills, skills in partnership development and the ability to develop relationships with a wide range of audiences.
8. Excellent communications skills, both written and verbal, supported by good IT skills and Internet skills. Knowledge of publication design and production software would be an advantage.
9. Fluency in English; other languages would be an asset.
10. A willingness to travel.
11. A passion for conservation, particularly tiger conservation. A knowledge of the same will be an advantage.
12. Experience of communications around international policy institutions and fora is preferable, as is experience of working for a non-profit organization.

Interested applicants please forward your CV to hr@wvf.sg.

We may also disclose personal data about you to our affiliates in the network in order to manage our relationship with you.

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.