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JOB DESCRIPTION

Position title:	Communications Manager, Africa (Secondment)
Reports to:	Director, Communications & Marketing, Africa
Supervises:	Communications Interns and Consultants
Staff Time:	40-50% (4 Months)
Location:	Home Base

I. Mission of the Department:

The department is responsible for establishing and managing WWFs integrated communications, marketing and fundraising development in support of all WWF programmes in Africa. Working with colleagues across WWF Africa Offices and within the WWF Network, the department ensures that WWF is strategic, coherent, and compelling in its engagement of supporters, conservation partners, and all key audiences.

II. Major Functions:

Providing leadership in enhancing and protecting the reputation of WWF in Africa by influencing the opinions, alignment and understanding of key stakeholder groups by identifying and sharing communication best practice scaled at country, regional and global levels. This includes: Contributing towards the development of appropriate organizational internal and external communications infrastructure; Reputation surveying and management, Stakeholder relationship management; Digital strategy and content development to support conservation ambition and impact.

III. Duties and Responsibilities

- Help identify and develop stories in Central Africa and Madagascar and help market them within and outside of the WWF Network.
- Input daily into WWF Africa's social media calendar and encourage new ideas and explore possibilities of paid content.
- Coordinate the production of digital assets particularly showcasing Central Africa and Madagascar.
- Act as a communications focal point for WWF Gabon and WWF Central African Republic.
- Work closely with the WWF-International media unit on the development of Q&As and reactive statements as needed.
- Work closely with practice communicators for the development of practice related communications materials from Madagascar and Central Africa.
- Launch the global ranger report in September in Africa and advocate for African rangers to be well represented in the global communications package and possibly in the wildlife trade conference in London in October.

- Co-organise the Africa communicators forum in August and contribute actively to some of the capacity building sessions.
- Lead on the selection process and organisation for the 2018 WWF Youth Award in October 2018.
- Continue building a media relationship with Jeune Afrique.
- Organise regular (monthly) calls with Central Africa and Madagascar to build their capacity in topics of their choice.
- (Help) coordinate the launch of the Living Planet report at the end of October.
- Help identify and produce assets from African offices to be brought to the CBD and the UNFCCC COP.
- Represent ROA communications in the global working group for "youth engagement and mobilization" within the WWF Network.
- Represent WWF ROA in our developing partnerships with the Africa Scouts Movement and the YMCA Africa Alliance.
- Participate in bi-weekly Africa community of communicators communications calls
- Support Cameroon, Madagascar and DRC with the revision of their national communications strategies (especially the integration of the brand survey recommendations into their strategies)
- Further develop the relationship with WWF-France for French content in the WWF Network and capacity building for francophone communicators in Africa
- Lead the creation of a new ROA website with the help of a (catchafire) volunteer
- Act as a communications coordinator for the development of the transformational programmes at WWF ROA

• **Profile**

Required Functional Skills:

- Relevant tertiary qualification from an accredited institution in the field of Communications, Public Relations, Marketing, Journalism, International Relations and Development. An advanced degree (Masters) would be a definite advantage
- A minimum of 7 years relevant experience as a Communications and Media lead for a large organization
- A successful track record in the development and implementation of medium and long term Media and Communication strategies across diverse markets in Africa (or equivalent emerging markets).
- Managing diverse internal communication initiatives, working with colleagues and suppliers
- Excellent interpersonal skills
- Written, verbal and non-verbal communication, specifically in both English and ideally French. Additional regional languages would be an advantage
- Flexibility and adaptability to rapid environmental changes
- Problem analysis and resolution
- Self-confident and well rounded, with the capacity to understand multiple perspectives and cultural diversity and deal with those differences diplomatically.
- Energetic, enthusiastic and likeable

Required Skills and Competencies

- Track record of breaking down silos between business and support functions and working across an entire organization
- Flexibility and change orientation with ability to balance competing priorities
- Understanding of the wider strategic context, both internally and externally
- Able to demonstrate a range of communication and influencing styles to suit a wide range of stakeholders

- Demonstrates leadership in suggesting ideas and persuading others to follow
- Ability to work to tight deadlines and manage a number of conflicting and frequently changing priorities
- Communication skills – interpersonal, presentation and written
- Flexibility and adaptability to rapid environmental changes
- Problem analysis and resolution
- Self-confident and well rounded, with the capacity to understand multiple perspectives and cultural diversity and deal with those differences diplomatically.
- Energetic, enthusiastic and likeable

IV. Adherence to WWF Global behavioral competencies:

- **Strive for Impact** «I am results driven. Everything I do, the way I think, plan and implement is driven by a relentless search for impact. »
- **Listen Deeply** «I go beyond my point of view and strive to see the bigger picture from different perspectives. I stay curious and listen deeply to what others have to say. »
- **Collaborate Openly** «I'm a global citizen working for a living planet. I am constantly thinking of how with others, together, we can be more impactful. I work across boundaries, openly ask for help and share what I know, both internally and externally. »
- **Innovate Fearlessly** «I take risks to find better solutions. I measure progress and learn from mistakes. I share both success & failures. I encourage others to do the same. »

V. Supervisory Responsibilities

The Communications Manager, Africa is responsible for the day-to-day supervision and management of the Communications Interns and Consultants hired to execute part of tasks under their responsibility.

VI. Working Relationships

Internal – *The role will liaise with key WWF Africa country, programme and functional leads to deliver coherent, unified and impactful positioning for WWF. This would include regular consultations and alignment on strategic and programmatic imperatives*

External – *The role will interface with and model representation to key stakeholder groups and individuals to achieve the set objectives and impact.*

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.