

Program officer responsible for communication of the Fish Forward project in Croatia

1.1 Main functions

will include (at minimum) implementation of the Fish Forward 2 project (in following text FF) in Croatia (communications and marketing perspective) and promotion of FF messages among key stakeholders and consumers. Program officer responsible for communication is responsible for ensuring that Project Marketing & Communication targets for WWF Adria will be achieved in Croatia and Slovenia.

1.2 Main tasks and responsibilities:

- Develops communications and marketing strategy for Croatia and Slovenia and ensures that the strategy and concept are aligned and/or coherent with overall project strategy in 15 other countries.
- Adapts and/or designs communications tools dedicated to the project communications objectives (including printed, online and audiovisual material) in Croatia and Slovenia (Slovenian part to be done in collaboration with Slovenian communications officer)
- Supports the production of the overall project communications tools by providing contents from Croatia (e.g. provides figures, facts, news, stories and pictures to the international communications leaders).
- Ensures the implementation of the communications and marketing strategy and that key messages are understood and implemented in Croatia and Slovenia with the key target groups as well as cross-checks the content with the DEAR seafood experts.
- Collects video and photo material.
- Supervises translation of all communications material.
- Checks the alignment of all communications and CR work with the FF project standards, strategy and methodology.
- Supports the work on the engagement of the authorities led by the Seafood Officer.
- Adapts, implements and monitors the project marketing and communications strategy and campaign in Croatia and Slovenia with the support of Slovenian communications officer.
- Translates and/or adapts, updates and monitors the web pages of the project developed on WWF Adria web site, www.kojuribukupiti.org and www.Fishforward.eu, and ensures the linkage between the international project web site and WWF Adria site.
- Builds, implements and monitors the project associated social media work in Adria (Facebook and Instagram accounts of WWF Adria) to profile the project and spread its messages in the region.

- Builds, implements and monitors a media relations plan for the project in Croatia
- Writes press releases and other media material, organizes media events and monitors media clippings, analyses qualitative results and recommends follow up approach.
- Organizes events and/or participates to existing events to promote the project and establishes relationships with potential partners.
- Supports the lessons learnt and best practices collection of the overall project, by providing contents from Croatia and Slovenia.
- Supports dissemination activities at project end.
- Prepares Project progress technical reports (communications part) and checks the alignment with the financial reports in coordination with the Project Administrator and Project Manager, according to the schedule agreed with the Project Leaders in WWF Austria
- Participates in project meetings as relevant.
- Implements the WWF profile raising activities, in coordination with Communications and Brand Manager.
- Participates in development and implementation of WWF Adria communications strategy,
- Carries out other tasks as requested by the Supervisor.
- Provides input to WWF Adria's annual report(s), SPMS, APMS for relevant objectives, in coordination with the Supervisor, when needed;
- Remains vigilant about developments in the wider context relevant for own work, in order to help ensure that WWF remains relevant

1.3 Other tasks and responsibilities

- Developing and implementing communication activities for Transforming Small Scale Fisheries Project
- Developing and implementing communication activities for Small Pelagic Fishery Improvement Project
- Alignment with communication messages and strategies from other WWF Offices and initiatives (Mediterranean Marine Initiative and European Policy Office)

Minimum Qualifications:

Knowledge: A university degree in Communications Science, Marketing, Journalism or similar professions

Experience: At least three years of experience in communications and activities listed in job description

Skills and abilities: Native speaker of Croatian language, excellent user of English both spoken and written, ability to work in multicultural and multinational organization, fast, proactive and creative.

Other

Location: Zagreb, Croatia

Type of employment: 1 year contract (replacement for maternity leave)

Working hours: Full time position

Economic conditions: will be communicated after selection of the applicants.

How to apply?

Send your cover letter and CV in English language only via e-mail at info@wwfадria.org with subject: FF Communications Officer

Deadline for submission: 29 December 2018

WWF ADRIA WILL ONLY RESPOND TO SHORT LISTED CANDIDATES BY 7.1.2019