



for a living planet®

Head, Media Relations

Last year, WWF launched a new strategy that harnesses the strengths of the WWF network in a shared vision, focussing on six major goals - water, wildlife, the ocean, climate and energy, forests, and food – and three key drivers of environmental problems – markets, finance and governance.

In support of this strategy WWF undertook a redesign of its international secretariat that will further unite WWF offices and its near 6,400 staff around the world. This will help WWF to build stronger partnerships across the world with government, business, civil society and individuals. Together, we will deliver on WWF's ambitious goals.

We are recruiting the role of **Head, Media Relations** for our International Secretariat to help us achieve our new ambitious goals, and build a future where people live in harmony with nature.

Location:

WWF Office in Woking, United Kingdom or Singapore.

The Role:

- Ensure the success of WWF's global conservation goals and programs (including Earth Hour) by communicating the organisation's work, profile and values to the global media, in line with network protocols.
- Lead WWF International's public relations strategies and coordinates closely with the Director of Digital Engagement to ensure alignment of messaging across all global media and platforms
- Work with the Practices and relevant countries to develop media strategies
- Provide support, advice, media intelligence, contacts, global monitoring and evaluation and be a central point of contact on public relations and on managing communications crises for the WWF Network
- Assist in producing, editing, aligning and distributing content and manages network distribution
- Lead on global media and actively participates as part of the core team in key global fora with Network teams (CoP, CITES etc)

Main responsibilities:

- Provide support and advice to the network offices and the Practices as the central point for global content creation, dissemination and message alignment
- Manage the work of the Media Relations officers and managers in line with agreed communications priorities
- Manage content output across all media and platforms for priority international advocacy and policy conventions, meetings and events, and lead front-line media relations at such events
- Collaborate with the Digital Director, the Internal Communications Head and the Manager of Editorial to maximize opportunities and to align messaging
- Manages the communications around issues and crises on a case-by-case basis with the team, the relevant country, the relevant department and the community working closely with Digital
- Ensure WWF has adequate spokespersons on key issues, and act as spokesperson for WWF when required
- Develop relations with relevant international news outlets - online and traditional, in alignment with network protocols and in conjunction with National/Country/Programme offices
- Provide input into communications strategies as required
- Monitor the international media agenda and provide advice as appropriate on media opportunities and emerging issues
- Develop and implement strategy to raise public relations standards and capacity in the Network

Required Qualifications, Skills and Competencies

- Degree in communications, media, journalism or related subject
- Significant senior relevant professional experience, preferable in PR, broadcasting or digital sectors
- Proven success record in public relations, media relations or a related field; knowledge in social media
- Experience or working in international and highly matrixed operations
- Demonstrated leadership and coordination skills, ability to deliver multiple simultaneous projects
- Articulate, creative, passionate, flexible and tenacious
- Excellent written and spoken English – French, Spanish and/or other languages is an advantage
- Attention to detail, diplomacy and discretion
- Ability to work as part of a team in a multicultural environment.
- Flexible and comfortable working in a changing environment

- Prepared to undertake frequent international travel
- Proficiency and curiosity in new technologies, formats and new trends in journalism and public relations
- Global mind-set and love to meet new people and work across countries and cultures
- Interest in conservation and environment issues
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging.

How to apply?

Upload your covering letter and CV on [LinkedIn](#) as one file. **For INTERNAL applicants - Upload your covering letter and CV to the jobs platform.** We will not accept applications without CV and Covering Letter.

Please indicate your preferred location.

*Work permit restrictions may apply. **Internal candidates given priority.***

Deadline for applications: 25 July 2016 or 01 August 2016

WWF is an equal opportunity employer and committed to having a diverse workforce.