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JOB DESCRIPTION

Position title:	Director, Communications, Marketing and Fundraising, Africa
Reports to:	Director, Africa
Supervises:	Manager, Communications Manager, Fundraising
Grade:	C2
Date:	March 2014

- 1. Mission of the Department:** To help the WWF Africa Offices and the Network grow in strength and influence by leading the development and building of the WWF brand and profile in Africa (sub and ensuring sustainable growth across the region. The result being a brand and presence that adds value to people and nature in Africa, that people identify with for its strength in facilitating processes toward solutions for people and nature. The role will implement creative, innovative and engaging communications and marketing strategies; coordinate communications across Africa so that WWF speaks with one voice and effectively engages important audiences; and support WWF's offices in developing strategic partnerships and mobilizing greater resources from within and across Africa.
- 2. Major Functions:** The Director is responsible for establishing and managing WWF's brand development in Africa and supporting growth. The Director works with colleagues across WWF Africa Offices and within the WWF Network to ensure that WWF is strategic, coherent, and compelling in its engagement of supporters, conservation partners, and other key audiences. The Director is responsible for running a strategic assessment of WWF's communications and brand status in key territories and key audiences in Africa, and for developing a robust plan - including allocating human and financial resources – to increase WWF's influence and perception which will assist the development of fundraising and marketing plans. The Director provides direct analytical and documented support to management and the country directors, and advises on how and where to implement a communications plan according to the agreed strategic priorities which will feed into fundraising and marketing plans. S/he will work closely with the Director Africa, Policy & Partnerships, Chief Operations Officer and People and Organization Development, Conservation Director and fundraising managers to ensure strong integration of communications and marketing within all functions.

I. Major Duties and Responsibilities

- Leads development and building of an engaging and compelling WWF brand in Africa
- Works with the WWF Africa Directors to develop and implement a Pan Africa communications, fundraising and marketing strategy that leverages the unique strengths of WWF to achieve Africa's ambitious targets for growth and to strengthen brand recognition in key markets and audiences.
- Directs, coordinates and supports resource mobilization strategies of Africa Country Offices with Government Aid Agencies, foundations, corporations, HNWI and other potential streams of income that might benefit from a regional role and monitors fundraising performance and growth at a national and regional level
- Advises on the development of appropriate pan-African and country corporate engagements, in line with WWF policies and approach

- Initiates market research and translates complex analysis into well-structured and comprehensible presentations and recommendations for corporate communication and marketing initiatives; that will enhance and strengthen WWFs overall position in Africa
- Promotes the effective integration of communications and marketing messages and activities across all Country Offices, and ensures such integration within the trans-boundary programmes and the Africa Regional Office.
- Directs, coordinates and manages the work of the Brand, Media, Conservation Communications and Technology & Applications units of WWF Africa Offices through their Managers and communicators in country offices and programme offices
- Works with Department heads and with communications and marketing leaders from Country and Programme Offices, develops and leads Africa level and Network campaigns for brand building and public engagement.
- Working with People and Organization Development and other Network Related Units, guides the strategic development of the fundraising, marketing and communications capacity of Country Offices and Programme Offices and, through dotted line relationships, matrix manages staff responsible for fundraising, communications and marketing in Country and Programme Offices as required.
- In collaboration with the Network Performance Management Unit and global fundraising oversight teams (CMC, Fundraising Group and Global Development Centre), monitors the performance of all WWF Africa offices in terms of fundraising, communications and marketing performance, including in particular, growth and brand recognition in key markets and makes recommendations for improvement as appropriate
- Monitors performance of selected NGOs in our market to benchmark WWF performance.
- Serves as a member of the SMT and RMT at the Regional Office and participates in the Communications and Marketing Committee (CMC) as assigned by the Africa Director, ensuring follow up and implementation of recommendations for all engagements
- Provides regular consolidated briefs and updates to the Director, Africa in terms of the key progress, under-performance and challenges faced in the region;
- Performs other duties as requested by the Director, Africa.

This position description will be regularly updated and reviewed in consultation with the Director, Africa.

II. Profile

Required Qualifications:

- An advanced degree in management, business administration, marketing, or other relevant field.
- At least 10 years' professional experience in a leadership role within communications or marketing, with demonstrated success in managing teams.
- Proven success in developing and executing innovative and highly leveraged marketing strategies, including direct senior level experience in branding and communications and ideally, fundraising or income generation.
- Proven editorial judgement and thorough knowledge of on and off-line international media markets.
- Experience in developing and implementing marketing, strategies which leverage the power of online media and audience engagement.
- Knowledge and experience of the not-for-profit sector, preferably of environmental non-governmental organizations.
- Proven success in a multi-cultural international setting.

Required Skills and Competencies:

- Proven ability to lead and deliver outcomes in a diverse environment without having direct oversight or control.
- Proven understanding of resource mobilisation and/or fundraising strategies in the priority areas
- Demonstrated leadership ability, including the ability to build a team of highly motivated and well qualified staff, and to foster the integration of diverse, multi-disciplinary actors into focused initiatives addressing clear targets.
- Strong strategic and analytical skills, including a talent for crystallizing key strategic options for discussion and decision.
- Superlative diplomatic and communication skills, including an ability to work and communicate effectively with a broad spectrum of individuals (individual donors, business leaders, public figures, WWF staff), within a broad range of cultural environments.
- A strong team player capable of integrating diverse activities within an evolving environment; must be comfortable with change and leading change within an organizational framework.
- Fully supportive of WWF's mission and global priorities.
- Fluency in English required. Fluency in French and other languages that are widely used at an international level is a distinct advantage.
- Must be committed to equal opportunity employment policies.

III. Working Relationships

Internal: Conservation Director Africa, Policy & Partnerships Director, Chief Operations Officer, People and Organisational Development Director, Africa Fundraising Managers Secretariat Network Relations; Secretariat Marketing and Development/Fundraising and Corporate Partnership Sector Directors and Heads of Unit; Members of the Marketing Committee and Global Development Centre; Country Office Directors, Programme Office Representatives, Leaders or managers of Marketing & Communications and other senior personnel.

External: External partners, fundraising consultants and suppliers, media partners, communication and design agency staff, press.

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.

Prepared by Supervisor: _____

Date: _____

Accepted by Departmental Director: _____

Date: _____

Accepted by Staff Member: _____

Date: _____