



for a living planet®

JOB DESCRIPTION

Position title: Director, Communications and Marketing, Africa

Reports to: Director, Africa

Supervises: Communications Manager, Africa & Campaigns and Engagement Manager, Africa

Grade: C2 IPE 57

Date: January 2016

I. **Mission of the Department:** To help the WWF Africa Offices grow in strength and influence by leading the development and implementation of well defined, engaging communications and marketing strategies and establishing a strong, influential WWF brand recognised and appreciated by priority audiences and partners in key African countries

II. **Major Functions:** The C&M Director is responsible for establishing and managing WWF's brand development in Africa. The purpose is to build a brand that people identify with for its strength in championing both the conservation of the natural world and the processes that support life, and sustainable development to meet the needs of the present without compromising the needs of the future. The role will implement creative, innovative and engaging communications and marketing strategies; coordinate communications across Africa so that WWF speaks with one voice and engages important audiences effectively; and support WWF's offices in mobilizing greater resources and attracting support from a broader constituency, especially from external partners.

III. Major Duties and Responsibilities

1. Lead development of an engaging and compelling WWF brand in Africa, especially with priority audiences such as government authorities, relevant private sector, media, members of society and other decision makers and influencers
2. Work with WWF Africa Directors to implement a WWF Africa communications and marketing strategy that leverages the unique strengths of WWF to help achieve WWF's conservation goals through building influence and an agreed rate of growth in the number of supporters, both activist and financial.
3. Initiate market research to identify and strengthen WWF's position in Africa; benchmark and monitor WWF's performance in the countries compared with other NGO players
4. Promote integration of communications and marketing messages and activities across all Country Offices, and ensure integration with the Trans boundary programmes and Africa Regional Office.
5. Work with WWF Africa offices and the International team to identify and partner technology and digital partners to enable the necessary outreach and engagement with potential supporters
6. Facilitate and advise the Brand, Media, Conservation Communications and Technology & Applications units of WWF Africa Offices through their Managers and communicators in country offices and programme offices
7. Coordinate Africa level and Network campaigns for brand building and public engagement

8. Work with People and Organization Development and other Network units, to guide development of marketing and communications capacity within priority Africa offices.
9. Serve as a member of the ROA SMT and RMT, and participate in Network groups as determined by the Communications Community and/or the Africa Director
10. Provides regular consolidated briefs and updates to the Director, Africa in terms of the key progress, performance and challenges faced in the region, and performs other duties as requested by the Director, ROA.

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

IV. Profile

Required Qualifications:

- An advanced degree in management, business administration or marketing, or a 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.
- Proven editorial judgement and thorough knowledge of on and off-line international media markets.
- Experience in 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 teams and deliver outcomes in a diverse environment without having direct oversight or control of dispersed team members.
- 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 (government, community and business leaders, media, 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 in parts of Africa and at an international level is a distinct advantage.
- Must be committed to equal opportunity employment policies.

V. Working Relationships

Internal: The Director works with colleagues across the WWF Africa Offices and within Network to ensure that WWF is strategic, coherent, and compelling in its engagement of supporters, conservation partners, and other key audiences. The Director C&M is responsible for market research, market analytics and for developing marketing plans for specific audiences. The Director C&M provides direct analytical and documented support to management and the country directors, and proposes marketing approaches based on market research and other market intelligence. The C&M Director works closely with the Director Africa, Policy & Partnerships, Chief

Operations Officer, People and Organisation Development, and Conservation Director to ensure strong integration of communications and marketing within all functions.

External: External partners, media partners, communication and design agency staff, media.

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: _____