



JOB DESCRIPTION

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| Position title: | Communications Manager |
| Reports to: | Country Director, |
| Technical Supervisor | Regional Communications Director |
| Supervises: | Communications Officer; Consultants when required |
| Grade (IPE scores): | B2, IPE-51 |
| Location: | Vientiane Capital, Lao PDR with frequent travel to landscapes and possible international travel |
| Date: | August 2015 |

I. Background

WWF-Laos (part of the Greater Mekong Programme Office – WWF-GM) is responsible for delivering conservation impact in Laos and the Greater Mekong Region, a high priority network programme. The 2015-2020 Strategic Plan has identified the important role communications has to effectively deliver conservation outcomes.

II. Major Functions:

The position's role will ensure the development and implementation of the 2015-2020 Communications Strategy for WWF-Laos, which is aligned to the WWF-GM Regional Communications Strategy. The Communications Manager, in agreement with the Country Director, will set clear priorities to ensure identified activities can be delivered in a successful and impactful manner.

III. Major Duties and Responsibilities:

- Implements the WWF-Laos Communications Strategy, in close coordination with the Country Management Team (CMT) and WWF-GM Communications Director;
- Develops creative and effective communications initiatives in close coordination with the conservation programme;
- Prepares press releases, feature stories, oversees the office website and social media managed by the Communications Officer, and organises photo and video commissions and events;
- Provides input to the development, review and update of all necessary communications guidelines to ensure all changes in the country and in local laws and regulations are reflected;
- Provides comprehensive advisory and technical guidance to landscape/project managers and staff in relation to their dealings with the media to promote the public profile of the organisation;
- Manages any potential crisis communications in an effective and timely manner.
- Oversees internal communications to ensure staff are aware of conservation activities and development of the conservation programme;

WWF - Laos

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President: Yolanda Kakabadse
Director General: James P. Leape
President Emeritus:
HRH The Duke of Edinburgh
Founder President:
HRH Prince Bernard
of the Netherlands

Registered as:
WWF-World Wildlife Fund for Nature
WWF-Fondo Mondiale per la Natura
WWF-Fondo Mundial para la Naturaleza
WWF-Fonds Mondial pour la Nature
WWF-Welt Natur-Fonds
Also known as World Wildlife Fund

- Writes copy and reads proofs for publications and print media, manages the production of publications, contracting available consultants as required, to ensure that they are produced to the required standards and brand guidelines;
- Establishes and maintains strong relationships with local and international media, relevant communications professionals and agencies, and GM communications staff;
- Develops, monitors, and updates the annual communications budget;
- Is a member of Country Management Team (CMT);
- Maintains an awareness of matters relevant to the CMT and ensures that reports and information of interest are brought to the attention of CMT members;
- Maintains an effective working relationship with all other CMT members to ensure that there is effective coordination of all activities in support of organisation's objectives;
- Supervises the Communications Officer who has primary responsibility over online and internal communications.

IV. Profile:

Required Qualifications

- Bachelor's degree in communications, public relations, journalism, media relations or other relevant field.

Required Skills and Competencies

- 5 years practical experience in communications and public relations
- Experience of working in an international organisation in a developing country
- Experience of working in multi-cultural environment
- Experience managing other staff members
- Excellent writing and oral communications skills
- An understanding of the realities of PR and communications for promoting conservation issues
- Experience in graphic design is an advantage
- Knowledge of Lao language is an advantage
- Essential WWF competencies for a Communications Manager position:
 - **WWF Focus:** Acts as a member of One WWF, placing higher priority on WWF's goals than own goals and anticipating the effects of own area's actions on others to ensure holistic WWF outcomes;
 - **External Orientation:** Looks outwards ensuring WWF stays relevant, continues to anticipate and adapt to external environmental and global trends;
 - **Delivering Quality Outcomes:** Establishes stretch goals, plans, using best judgment and takes responsibility for planning to and delivering on outcomes;
 - **Building Working Relationships:** Builds collaborative relationships through the understanding and development of other's and own ideas;
 - **Communicating Effectively:** Uses appropriate means of communication to convey messages, seeks input from others and ensures understanding;

- **Leading Teams:** Develops direction and shared purpose, builds a team through coaching to ensure the accomplishment of goals and high level team performance;
- **Leading Change:** Encourages and seeks out innovative solutions and brings people on a journey constructively and empathetically;
- **Managing Resources:** Makes the right judgments based on financial and resource availability.

V. Working Relationships:

Internal

- **WWF-GM:** Interacts closely with CMT members. Interacts regularly with the Regional Communications Director. Engages with and support WWF-Laos staff.
- **WWF Network:** Interacts with WWF network and network donors.
- **External** - Interacts with national governmental institutions, non-governmental organizations, academic institutions, the media, donors, partners, specialists/consultants, and other stakeholders.

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.