

JOB DESCRIPTION

Position title: Communications Manager, Africa
Reports to: Director, Communications & Marketing, Africa
Supervises: Communications Assistant, Interns and Consultants
Grade: B2
Location: Yaoundé, Cameroon ■
Date: December 2015

I. Mission of the Department:

The department is responsible for establishing and managing WWFs integrated communications, marketing and fundraising development in support of all WWF programmes in Africa. Working with colleagues across WWF Africa Offices and within the WWF Network, the department ensures that WWF is strategic, coherent, and compelling in its engagement of supporters, conservation partners, and all key audiences.

II. Major Functions:

Providing leadership in enhancing and protecting the reputation of WWF in Africa by influencing the opinions, alignment and understanding of key stakeholder groups by identifying and sharing communication best practice scaled at country, regional and global levels. This includes: Contributing towards the development of appropriate organizational internal and external communications infrastructure; Reputation surveying and management, Stakeholder relationship management; Digital strategy and content development to support conservation ambition and impact.

III. Major Duties and Responsibilities

- Coordinates the development and deployment of an engaging and compelling WWF internal and external communications infrastructure to support brand visibility in Africa and beyond;
- Supports the WWF Africa Director for Communications and Marketing to develop and implement a Pan Africa wide communications 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 (Media, Partners, Donors, Governments and the Public);
- Participates in initiating, managing and implementing the results from brand health stakeholders and perception research and translates analysis into well-structured and implementation recommendations for corporate communication and marketing initiatives; to enhance and strengthen WWF's overall position in Africa;
- Advance 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;
- Coordinate with Department heads and with communications leads in Country and Programme Offices to develop Africa level and Network communications impact for brand building and stakeholders' engagement;
- Interpret the current views and perceptions of key stakeholders groups and to develop communications plans to positively influence their opinions and behaviors in line with WWF's values and the delivery of ROA strategy across the Africa region;
- Oversee the production of information materials, print and audio-visual for media, website, and other outreach activities; and act as practice leader for engaging entire

program team in communications activities (internal and external) and build the technical competence of communications teams in Africa;

- Use communications effectively to protect the region's reputation and to successfully manage crisis situations which occur across the Africa region; and ensure consistent application of the brand guidelines across the Africa region;
- Co-ordinate the delivery of the digital communications strategy across the Africa region to ensure that country offices and programmes make the best use of technology for key communications activities (e.g. content development for web sites & intranet development, social media and online marketing); and Develop region-wide digital communications strategies to support WWF work in Africa where appropriate.

IV. Profile

Required qualifications

- Relevant tertiary qualification from an accredited institution in the field of Communications, Public Relations, Marketing, Journalism, International Relations and Development. An advanced degree (Masters) would be a definite advantage;
- A minimum of 7 years relevant experience as a Communications and Media lead for a large organization;
- A successful track record in the development and implementation of medium and long term Media and Communication strategies across diverse markets in Africa (or equivalent emerging markets);
- Managing diverse internal communication initiatives, working with colleagues and suppliers;
- Written, verbal and non-verbal communication, specifically in both English and ideally French. Additional regional languages would be an advantage.

Required Skills and Competencies

- Excellent interpersonal skills;
- Flexibility and adaptability to rapid environmental changes;
- Track record of breaking down silos between business and support functions and working across an entire organization;
- Flexibility and change orientation with ability to balance competing priorities;
- Understanding of the wider strategic context, both internally and externally;
- Able to demonstrate a range of communication and influencing styles to suit a wide range of stakeholders;
- Demonstrates leadership in suggesting ideas and persuading others to follow;
- Ability to work to tight deadlines and manage a number of conflicting and frequently changing priorities;
- Communication skills – interpersonal, presentation and written;
- Problem analysis and resolution;
- Self-confident and well rounded, with the capacity to understand multiple perspectives and cultural diversity and deal with those differences diplomatically;
- Energetic, enthusiastic and likeable;
- Adherence to WWF's values, which are: Optimistic, Engaging, Determined and Knowledgeable.

V. Supervisory Responsibilities

The Communications Manager, Africa is responsible for the day-to-day supervision and management of the Communications Assistant, Interns and Consultants.

VI. Working Relationships

Internal – *The role will liaise with key WWF Africa country, programme and functional leads to deliver coherent, unified and impactful positioning for WWF. This would include regular consultations and alignment on strategic and programmatic imperatives.*

External – *The role will interface with and model representation to key stakeholder groups and individuals to achieve the set objectives and impact.*

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 _____ Date: _____

Reviewed by _____ Date: _____

Approved by _____ Date: _____

Accepted by Staff member: _____ Date: _____

