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WWF- Cambodia

21, Street 322,
Boeung Keng Kang I,
Phnom Penh, Cambodia
P.O. Box: 2467

Tel: +855 23 218 034

Fax: +855 23 211 909

www.cambodia.panda.org

www.panda.org/greatermekong

wwfcambodia@wwfgreatermekong.org

Annex 1

JOB DESCRIPTION

Position title:	Communications Officer, WWF-Cambodia
Directly reports to:	Communications and Marketing Manager, WWF-Cambodia
Technically reports to:	N/A
Supervises:	Volunteer/ Consultants when required
Technically supervises:	N/A
Validity:	One year
Location:	Phnom Penh, with travels to project sites

Background

WWF-Cambodia is part of the Greater Mekong Programme, which works on environmental and conservation issues across Cambodia, Laos, Thailand and Vietnam. WWF-Cambodia focuses on two priorities landscapes: the Eastern Plains Dry Forests in northeast of Cambodia and Mekong River from Kratie to Siphandon Laos border. Using a community-based conservation approach, WWF-Cambodia works on a number of projects including protected area management (Srepok Wildlife Sanctuary and Phnom Prich Wildlife Sanctuary), freshwater biodiversity including research and monitoring of key species; dolphins; wetlands and water birds, community development, education and awareness outreach, livelihoods enhancement, community fisheries, and policy advocacy.

Communications promotes WWF-Cambodia's efforts and achievements in its key conservation targets among the organization's target audiences. To help boost conservation success, communications builds support for conservation agenda by identifying opportunities for targeted, innovative communications that catalyse change in key constituencies, while offering compelling stories and reinforcing the brand. A number of communications channels are important for building and maintaining positive profile for our work and the staff dedicated to achieving our mission.

I. Major Function

The Communications Officer provides support to the Communications and Marketing Manager in the development, implementation and monitoring of communications action plan for the WWF-Cambodia. He/she also supports in the production of communications materials, organisation's campaigns, events and meetings to promote WWF works, mission and values.

II. Major Responsibilities

A. Action Plan and Workplan Development and Implementation

- Contribute to the development, implementation and monitoring of communications action plan for WWF-Cambodia

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

Registered as:
WWF-World Wide 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



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- Provide support to the Communications and Marketing Manager to communicate the communications action plan to all staff via the Google Community and other means
- Provide support in the development, monitoring, review and update of communications activity workplan

B. Budgeting

- Assist in the development and monitoring of annual communications budget

C. System and Guidelines Administration

- Provide inputs to the development, review and update of all necessary Communications system and guidelines to ensure all changes in the country and in local laws and regulations are reflected
- Assist in the planning and organisation of the effective communications and monitoring of all Communications and brand guidelines to staff

D. Technical Specifics

- Provide technical support to managers and staff in relation to their dealings with the media to promote the positive public profile of WWF, and in other aspects of communications
- Identifies events that capitalise strategic media opportunities and packages stories and information in compelling ways for media to report on positive works and achievements of WWF
- Provides support to press members during launches, campaigns and communications events to make sure they obtain necessary information, respond to their specific needs or interests, coordinate interviews with WWF spoke persons and support arrangements of field trips when required
- Provide support to the coordination of events and meetings of WWF-Cambodia
- Organise campaigns for new activities to attract funds and for the promotion of the organisation's image as planned and within approved budgets
- Work with the Communications and Marketing Manager to analyse the results of communications campaigns and make whatever changes may be required to improve the communications performance
- Assist managers and staff in branding matters including WWF colours, logo, mission statement, vision, standards of publications and guidelines, to ensure the WWF branding guidelines are strictly followed
- Provide support in the coordination, production, translation and proofread of communications materials, publications and tools including brochures, reports, press releases, feature stories, internal Q&As, media backgrounders, photos and videos packages, letters, newsletters, speeches and media statements, etc. to ensure that they are accurate and that the design and layout meets organisation standards and distribute to relevant audiences when required
- Monitors coverage by the press, generally tracks on media articles quoting WWF and produces reports
- Monitor stock levels of publicity brochures and reorder printed materials as required
- Provide support to marketing in public relations activities with corporate clients



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- Support the development of detailed specifications and control the quality for all work contracted out and monitoring of performance to ensure that they are of the standards required
- Negotiate cost effective contracts with suppliers for any services which cannot be provided in-house
- Administer the website of WWF-Cambodia, and social media channels to keep people informed of the organisation activities
- Monitors changes on the website, and social media and facebook to identify gaps and provides ideas for making them more attractive with multimedia communications to reflect conservation priorities with interest to increase traffics and interaction
- Update the WWF-Cambodia's communications pages on the Google Community intranet system, and support country programme staff to engage with the Community
- Develop and maintain an up to date and accurate databases including list of media, partners, communications service providers, communications materials and products, etc. and libraries of photos, media, video, etc. to provide a comprehensive source of information about the organisation
- Uploads and administrates WWF-Cambodia's photo and video resources on the systems of HIVE by collecting and sorting photographs, video clips and footage of wild animal and plant species, forest and river, conservation activities, WWF people, events, community people, NTFP, and networking with WWF teams in charge of the systems based in the regional/Singapore office
- Coordinate donors, press, embassy and government groups and organize requested trips to conservation sites
- Maintain an awareness of developments and up-to-date knowledge of the communications to ensure that the organisation complies with its statutory obligations and continues to take advantage of best practices
- Facilitates communications events, meetings and discussions to ensure they achieve specific outcomes meeting goals

E. Partnership Development and Networking

- Provide active participation to the GMPO's monthly communications teleconferences
- Establish and maintain strong relationships with the media (radio, TV, print and web), public relations and communications service providers based in Cambodia
- Establish close and open working relationship with communications colleagues across the GMPO and network
- Assist in contacting and developing partnerships with the corporate sector to better explain organisation's activities in Cambodia
- Promote the organisation's image in the community by attendance at meetings

F. People Management and Organisation Development

- Provide orientation and reorientation to staff at country office to help them understand the Communications system and guidelines, and brand guidelines of the organisation when required
- Provide support to the development of TORs, review of outcomes and reports of the



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consultants, and provide comments and feedbacks required

- Maintain an awareness of staff comments and any complaints to identify any areas that may need development of improvement

G. Monitoring and Evaluation, Reporting

- Provide support to the monitoring and evaluation in communications
- Responsible for the monthly press clipping report by collecting articles, news about or relevant to WWF-Cambodia or WWF Greater Mekong and WWF International on Cambodia media
- Provides support to the reports in communications when required

III. Working Relationships

1. Internal

- **WWF GMPO:** Work closely with Marketing and Communications team, programme team in Cambodia. Interact on a regular basis with Marketing and Communications colleagues in other country offices and regional office. Engage with and support WWF-Cambodia staff
- **WWF Network:** Interact with communications staff in WWF International and WWF network when required

2. External

- Interact with Government and NGO partners, the media, PR/advertising agencies, specialists / consultants, service providers, and other stakeholders

IV. Requirements

1. Education and Qualification

- Bachelor's degree in communications, public relations, journalism, media relations or in relevant fields

2. Knowledge

- Basic knowledge of environmental and conservation issues in Cambodia
- Knowledge and understanding of media working processes and methodology
- Understanding of the institutional and legal framework related to communications and public relations in Cambodia is preferred
- Knowledge on how to use different communications tools for different purposes
- A good understanding of the realities of public relations and communications for promoting conservation issues is preferred

3. Experience

- 3 years of practical experience in communications or public relations or journalism
- Experience of working in multi-cultural environment and/or international organisations is preferred



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- Experience in planning and conducting information campaigns, and other public events is an asset

4. General Skill

- Networking and interpersonal
- Planning, organisation, time management, facilitation and coordination
- Organisational awareness and service orientation
- Fluency in written and spoken English and Khmer language
- Proficiency in MS Office

5. Technical Skill

- Presentation, communications, and negotiation
- Writing and editing
- Proficiency in functional soft-wares in graphics designs (Adobe Photoshop, Illustrator video editing...)
- Skills in photo and video taking

6. Ability

- Working towards tight deadline
- Working on own initiative with minimum supervision and staying on task
- Be able to travel and stay in the remote areas in Kratie, Stung Treng and Monduliri provinces.
- Be able to explore various sources of information in order to produce contents for communications purposes and need of media related works.

7. Personality

- Creative
- Dynamic
- Sociable
- Open-minded
- Passionate for communications
- Due to the nature of the work, he or she must be accurate, patient, flexible, enthusiastic, and responsible. He or she must enjoy writing, work well under pressure and be able to juggle several projects at once

8. Job Competencies:

- **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**



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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 judgement and takes responsibility for planning to and delivering on outcomes.

- **Building Working Relations**

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

V. WWF's Mission and Values

1. It is part of every staff member's job description to contribute to **WWF's mission**:

WWF's Mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- *conserving the world's biological diversity*
- *ensuring that the use of renewable natural resources is sustainable*
- *reducing pollution and wasteful consumption.*

2. It is also part of every staff member's job description to embody WWF's **values**, We are:

- **Engaging**

Open, available, accessible

- **Optimistic**

Inspiring, positive, ambitious, successful

- **Determined**

Passionate, urgent, results-oriented

- **Knowledgeable**

Science and facts based, wise/smart, intelligent, expert