WWF *for a living planet* ®

JOB DESCRIPTION

Position title: Communications Officer, Graphic Design and Web Content Management

Reports to: Communications Manager, WWF Coastal East Africa Initiative

Supervises: None

Location: Nairobi, Kenya

Duration: 2 years (with possibility of extension)

I. Mission of the Department: To ensure relevant and accurate communications in regard to Kenya, Tanzania and Mozambique on conservation issues, and in places that are key for WWF CEA-I conservation priorities.

II. Major Functions

Ensure that the WWF Coastal East Africa Initiative (CEA-I) communicates impact of its Conservation Programme through Graphic Design and Web Content that is of the highest quality and relevance to Kenya, Tanzania, Mozambique and the world and to the implementation of the CEA-I Conservation Strategy, in line with that of WWF-AFRICA and WWF International overall Communications Strategy.

III. Major Duties and Responsibilities
- Undertakes Graphic Design and web content management services as directed by Communications Manager or CEA-I Leader;
- Provides support in communication that promotes conservation impact/outcome to inspire action by the identified target audiences;
- Disseminates information in appropriate online media, as appropriate for different target audiences, that clearly explain WWF Coastal East Africa Initiative role in conservation and its relevance to the Kenyan, Tanzanian and Mozambican societies;
- Maintains an updated www.panda.org/cea website;
- Maintains and updates Facebook and Twitter pages for WWF CEA-I
- Ensures effective knowledge and information management, and ensures that these are available to WWF Kenya staff and the WWF Network;
- Delivers monthly e-newsletter (mail chimp) and a yearly designed and printed newsletter;
- Performs other duties as requested by the Communications Manager, CEA-I Leader and the entire CEA-I Team.

Profile

Required Functional Skills:
- Concrete Knowledge, understanding and use of Adobe Creative Suite 6, along with all associated packages such as Photoshop, InDesign, illustrator.
- Concrete knowledge and understanding of the web and web formulation, management and posting of content on a regular basis.
- Proven track record, and at least 5 years experience, in graphic design and web content management.
- Experience in use of online platforms such as mail chimp and other list serves.
- Hands-on multi-media skills good knowledge of Information Technology.

- An understanding of, and vocational interest in, environmental conservation, international development, NGO sector and other related fields would be an advantage.
- Excellent spoken and written English; knowledge of other languages such as Kiswahili and Portuguese is an advantage.

Required Skills and Competencies
- Innovative, creative and willing to learn;
- Excellent communication - interpersonal, organisational, analytical, good research skills;
- Passionate about biodiversity conservation;
- Adherence to WWF's values, which are: *Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results*.

IV. Supervisory Responsibilities
There are no supervisory responsibilities with this role.

V. Working Relationships

Internal – Reports to the Communications Manager, WWF Coastal East Africa Initiative, and interacts on a daily basis with the Coastal East Africa CEA Initiative Team. Interacts furthermore with relevant staff at WWF Kenya, Tanzania, Mozambique Country Office, WWF Africa Office, WWF International, and other WWF Network staff.

External – Interacts with national governmental institutions, non-governmental organisations, academic institutions, the media, donors, specialists / consultants, and other stakeholders, in collaboration with the WWF CEA-I Leader and Communications Manager.

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.

Shortlisted candidates are encouraged to bring evidence of previous work done in graphic design and web content creation and management.