



for a living planet®

Manager, Media Relations

Last year, WWF launched a new strategy that harnesses the strengths of the WWF network in a shared vision, focussing on six major goals - water, wildlife, the ocean, climate and energy, forests, and food – and three key drivers of environmental problems – markets, finance and governance.

In support of this strategy WWF undertook a redesign of its international secretariat that will further unite WWF offices and its near 6,400 staff around the world. This will help WWF to build stronger partnerships across the world with government, business, civil society and individuals. Together, we will deliver on WWF's ambitious goals.

We are recruiting the role of **Manager, Media Relations** for our International Secretariat to help us achieve our new ambitious goals, and build a future where people live in harmony with nature.

Location:

WWF International in Singapore.

The Role:

- Support the Head of Media Relations and liaise with the Media around WWF priorities (including Earth Hour) and communications around crises and issues; Network media monitoring
- Produce on and off-line news and features content across a variety of media. Provide communications advice, capacity-building and support to the Network and the Practices. Ensure the timely delivery of communications products and identify stories of interest globally
- Responsible for managing the media to maximise external profile-building opportunities, to ensure positive media coverage and raise awareness of WWF and its work with key stakeholders and audiences
- Coordinate with the Digital and Internal Communications team for alignment of messaging and content
- Ensure the success of WWF's global conservation goals by communicating the organisation's work, profile and values to the global media, in line with network protocols

Main responsibilities:

- Assist in the development of a media plan to advance the organization's strategic goals and objectives to external audiences. Contribute to the overall work of the media relations team in support of WWF Practices, priority areas, campaigns, monitoring and the ongoing news cycle
- Provide communications expertise for priority international advocacy and policy conventions, meetings and events, and provide front-line media relations at such events
- Produce stories for podcasts, videos, blogs and other media
- Collaborates with the Brand, Digital and the Internal Communications team to maximize opportunities and align messaging
- Act as a spokesperson for WWF when required
- Advise on and assist with the development of Network communications standards, trainings and protocols;
- Conduct media outreach and identify media opportunities for profiling of WWF in online and traditional - in alignment with network protocols and in conjunction with National/Country/Programme offices
- Develop key messages, prepares briefs, writes commentary pieces, drafts media responses and produces other print/video/digital content related to WWF
- Ensures all relevant communication materials produced (articles, speeches, films and audio) are shared with relevant staff
- Supports the Head of Media Relations in managing the communications around crises and issues. As required, takes the lead on issues and crises communications on a case-by-case basis with the team, the relevant country, the relevant department and the community working closely with Digital

Required Qualifications, Skills and Competencies

- Degree in communications, PR, journalism or related subject
- At least five years' relevant professional experience in journalism, PR, or organizational communications
- Ability to deliver multiple simultaneous projects
- Articulate, creative, passionate, flexible and tenacious
- Absolute discretion, tact, diplomacy and negotiation skills
- Excellent written and spoken English – other languages and advantage

- Experience in conservation and environmental issues
- Experience in and preferably formal training in crisis communications
- Ability to work as part of a team in a multi-cultural environment.
- Adhere to WWF's values, which are: Knowledgeable, Optimistic, Determined, and Engaging.

How to apply?

Upload your covering letter and CV on [LinkedIn](#) as one file. We will not accept applications without CV and Covering Letter.

Work permit restrictions may apply.

Deadline for applications: 27 November 2016.

WWF is an equal opportunity employer and committed to having a diverse workforce.