



Terms of Reference

Communications Officer

Applications are invited from suitably qualified candidates for the post of **Communications Officer** for World Wildlife Fund (WWF) Bhutan Program Office. The Communications Officer will report to the WWF Bhutan Communications Manager.

Job Profile

Under the broad guidance of the Communications Manager, assumes primary responsibility for planning, developing and implementing communication strategies to promote WWF Bhutan's conservation program. The incumbent will also be responsible for developing partnerships with other relevant organizations and with the WWF Global Network to disseminate information and create awareness about topical conservation issues and WWF Bhutan's programs and activities.

The main duty and responsibilities are:

1. Program Communications for advocacy and awareness

The Communications Officer will work closely with the WWF Program section to ensure that relevant program materials such as Human Interest Stories, donor reports, proposals, factsheets, infographs etc. are developed and disseminated to donors and target groups through relevant media and network channels. The Communications Officer will assist WWF program officers in the proposal development stage to identify appropriate communication activities for the projects.

2. Media Relations

Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web etc.) within and outside Bhutan to increase coverage of conservation issues in the media (print, broadcast and digital). Specific activities may include:

- Draft and edit articles, press releases, human interest stories and other advocacy/information materials.
- Collaborate with the media by organizing project site visits, facilitate photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of media coverage, clippings etc.

3. Digital Communications/Social media

Maintain WWF Bhutan's country website and social media sites (Facebook, Twitter and YouTube) such as daily monitoring, posting and content development.

4. WWF Brand and Communications

Ensure timely and quality production of advocacy and branding materials such as periodicals, annual and donor reports, supplements, calendars, briefing notes, Human Interest Stories, picture stories, videos, etc. The Communications Officer will develop and archive communication materials, including digital, such as publications, press releases and clippings, photographs, audio-visual materials, web resources etc.

5. Donor Relations

Develop and maintain an updated list of WWF Bhutan donors and special interest groups. Assist in developing donor visit schedules/brochures, donor gifts and cards etc. Support preparation of background materials, briefs and information kits for visiting donors and high profile guests/visitors. The task includes travel planning, logistics and administrative arrangements.

6. Events/campaigns

Assist in organizing and generating public support for special events and campaigns to promote strategic conservation goals. Support organization of workshops, seminars, campaigns, events and project review meetings including agendas and meeting minutes.

7. Monitoring and evaluation

Monitor and evaluate impact of communication materials and advocacy events/campaigns to target audiences.

8. **Working relationships**

The Communications Officer will have to work closely with all WWF program officers on a daily basis. He/She will maintain close interaction with communications and program staff of the WWF network, and with entities associated with communications and conservation work within and outside the government, including the local media and conservation partners.

9. **Values and Ethics**

The candidate should have high level of integrity, accountability, and punctuality and be willing to work beyond normal working hours. He/she should also demonstrate and be exemplary in portraying WWF values and ethics. He/she should be a good team player.

10. **Minimum Qualification and other Requirements:**

Education: Bachelors Degree in communications, journalism, public relations or a related field.

Experience: At least five years of similar work experience is required. Candidate should be able to work independently – with minimum supervision and guidance from supervisors. Demonstrated and extensive social media experience is an added advantage.

Skills: Excellent written and oral English communication skills and proficiency in Dzongkha are required. Knowledge of other languages/dialects is an asset. He/she should have advanced working knowledge of MS Office (Word, Powerpoint, Excel and Publisher). Candidates with basic design and layout skills and adept in using Adobe Photoshop and Pagemaker are an added advantage. Demonstrated and extensive social media experience is an added advantage.