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TERMS OF REFERENCE

Position title: Communications Manager, WWF-Thailand

Reports to: Country Director, WWF-Thailand

Technically reports : Communications Director, WWF-Greater Mekong

Supervises: Online Officer (contracted), Communications Officer (contracted), other consultants and volunteers as required

Validity: September 2013

Location: Bangkok, Thailand.

I. MAJOR FUNCTION

The Communications Manager is responsible for advancing WWF-Thailand's conservation and marketing agenda through targeted, innovative communications that reach and catalyse change in key constituencies. The Communications Manager is responsible for building and maintaining positive profile for our work through impactful media and outreach across key external online and offline communications channels; delivering compelling stories and events that reinforce WWF's brand, while supporting regular and efficient sharing and exchange of information through effective internal communications.

The Communications Manager leads the development and implementation of WWF-Thailand's communications strategy, and communications / media policies, procedures and systems, in line with the WWF-Greater Mekong Strategic Plan and Network Standards for communications.

The Communications Manager is a member of WWF-Thailand's Country Management Team, which includes the Country Director and Unit Heads overseeing conservation and administrative functions within WWF-Thailand.

II. MAJOR DUTIES AND RESPONSIBILITIES

- Develop and implement the communications strategy for WWF-Thailand within agreed timetables and budgets, ensuring integration and alignment with national conservation and marketing strategies, and targeting key audiences to build profile and support for WWF-Thailand's work.
- Lead and oversee an integrated digital strategy, ensuring WWF-Thailand's website and social media channels are up-to-date and engaging. Establish a regular flow of compelling stories – features, photo and video stories etc - delivered across various communications channels, that bring to life our work, engage media and donors, and enhance online communications.
- Build positive, collaborative working relationships with the WWF-Greater Mekong Communications Director, WWF-Thailand Marketing team to provide support to brand-raising and fundraising efforts, and with Conservation colleagues to build targeted media profile and required communications assets. Lead communications for policy advocacy campaigns and events as required.
- Assemble and exploit audience / market research, and identify the most effective ways to build WWF-Thailand's brand and engage relevant target audiences. Exploit and promote rigorous communications planning approaches and tools, manage WWF-Thailand communications calendar and engage in forward planning efforts.



- Develop and maintain positive working relationships with targeted online, print and broadcast journalists, editorial writers, bloggers and columnists, as well as other media influentials. Execute and monitor media strategies and activities, including press conferences, one-to-one briefings, press releases, and other written materials. Monitor the current and future news agenda in order to identify and exploit communications opportunities, manage press enquires and pursue opportunities for promoting WWF-Thailand. Organise media training for staff as necessary.
- Provide a “radar function” on emerging issues, crises and brand attacks and work with appropriate internal stakeholders to formulate responses as required, as well as prepare and update critical materials such as Q&As and messaging on hot issues to help limit and prevent crisis communications.
- Identify and build partnerships with media and creative agencies, NGOs and other organisations that support WWF-Thailand’s communications strategy and build the organisation’s external profile
- Initiate and oversee delivery of core communications resources and assets, including reports, briefings, factsheets, project profiles, in Thai and English, and coordinate production (design and printing), in line with WWF’s brand guidelines, and distribution
- Support and improve information sharing and content management. Contribute to the Greater Mekong newsletter, WWF-Thailand sections of the intranet (Google site) and lead digital asset management using available systems (e.g., Global Video Network and Global Photo Network)
- In conjunction with the Country Management Team, and the WWF-Greater Mekong Programme, contribute to the strategic development and implementation of campaigns and initiatives related to WWF-Thailand and WWF-Greater Mekong strategic priorities.
- Prepare communications project descriptions, technical and financial progress report, budgets, and progress reports on a timely basis, as mutually agreed, with the Country Director.

III. WORKING RELATIONS

Internal: The Communications Manager works closely with the WWF-Thailand Country Director, Conservation Programme Manager, WWF-Greater Mekong Communications Director, WWF-Thailand Marketing and Conservation colleagues, and communications colleagues across the Greater Mekong and wider WWF Network.

External: Journalists, creative agencies, multi-media producers, designers, partners, donors, other NGOs and stakeholders, freelance project staff

IV. MINIMUM QUALIFICATIONS:

Required Qualifications

- Degree in communications, media, marketing or related subject;
- At least seven years senior relevant professional experience;
- Proven success record in advocacy / change communications;
- Experience of working in an NGO or international environment an asset.
- Experience of communications in support of policy advocacy and campaigns is desirable

Required Skills and Competencies

- Proven track record in designing and delivering successful communications strategies
- Experience leading and participating in multi-disciplinary teams and building consensus, optimism and confidence in the face of challenges and pressure while charting new territory for the organisation



- Familiarity with a wide range of communication tools and approaches, their potential impact and their suitability for an organisation like WWF
- Long-term planning and analytical skills, as well as demonstrated ability to multi-task and work effectively to tight deadlines without compromising quality
- Strong interpersonal skills are essential, as are skills in partnership development and the ability to develop relationships with a wide range of audiences.
- Excellent communications skills, both written and verbal, supported by good computer and digital skills
- Articulate, creative, passionate, flexible and tenacious
- Mother tongue Thai, and excellent written and spoken English
- Attention to detail, diplomacy and discretion
- Ability to work as part of a team in a multi-cultural environment
- Interest in conservation and environmental issues

VI. WWF'S MISSION AND VALUES:

It is part of every staff member's terms of reference 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.

It is also part of every staff member's terms of reference to embody WWF's **values**, which are: Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.

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.