

WWF NEPAL PROGRAM - POSITION DESCRIPTION

Name :
Position Title : **Campaigns and Education Officer**
Reports to : **Deputy Director - Communications**

I. Major Function

Under the direct supervision of the Deputy Director – Communications, the Campaigns and Education Officer will be responsible for WWF Nepal’s conservation education programs and The Generation Green youth engagement program. He/she will be responsible for developing and implementing the education program plan and strategies, conceptualizing and organizing events and campaigns targeting children and young people, partnership development and monitoring of education programs on a regular basis. Coordinating with educational institutions and networks and relevant stakeholders for successful implementation of programs will be necessary.

II. Major Duties and Responsibilities:

1. The Generation Green (TGG) program

Responsible for developing and implementing a program plan and strategy to reach and effectively engage 500,000 youth. This would include developing the campaign’s operational modality, identifying and contracting partner agencies, developing communications and outreach plans and tools.

2. Managing the Mentorship Program

Responsible for innovative concept development of the mentorship program and producing outreach material as relevant under The Generation Green program.

3. Managing the Wild Wisdom Quiz (WWQ)

Manages WWQ as an annual event under WWF Nepal’s Education program with an outreach to schools in Kathmandu and WWF working areas.

4. Fundraising for Eco-club and TGG program

Works with development team to identify fundraising opportunities for education programs. Develops proposals and presentations to market TGG and education programs to donors while maintaining regular communications with prospects on youth engagement.

5. Brand & Communications

Ensures that the WWF and associate brands as well as those of associated donors are well featured in the projects undertaken in education programs. Develops communications materials and tools, including web and social media, to suit a diverse audience in general and youth.

6. Events and campaigns

Organizes and manages events and campaigns organized by WWF Nepal under TGG. Maintains a calendar of events and campaigns organized by participating partners of TGG and disseminates information on the same to ensure maximum participation.

7. Coordination & networking and Documentation & reporting

Acts as the focal person from WWF Nepal for TGG and schools programs and liaises with program partners, local communities, private sector, media and community-based organizations in project and campaign activities. Communicates with the education network on a regular basis for thematic discussions and network updates on global programs. Monitors and documents project activities with regular & timely reporting of projects to donors whilst supervising activities of TGG and Eco-Clubs to ensure quality.

8. Any other duties

Any other duties in relation to the above as assigned by the Supervisor.

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III. Supervisory Responsibility

Occasional supervisory role towards interns and volunteers.

IV. Working Relationships

Internal: Interacts regularly with WWF Nepal staff with a special focus to WWF's field based staff. This position requires 30% of the time for field visits

External: Regularly communicates and networks with WWF Nepal's partner organizations, relevant WWF Network organizations and media so far as it relates to the position description.

V. Minimum Requirement

Knowledge: A Bachelors degree, preferably in business management, communications or a related field.

Experience:

- Candidate must have at least three years of relevant working experience.
- The candidate is expected to have an understanding of the education system and knowledge of areas related to environmental science.
- The candidate for should have a good understanding of outreach programs targeting children and young people including use of social media.

Skills and Abilities: The ideal candidate for this position will have a high level of attention to detail as well as a high level of enthusiasm for his/her work and the organization. Good skills in microsoft office programs along with excellent communication, presentation and organizational skills is desired. S/he should be effectively able to prioritize and work under time constraints, using initiative and judgement.