

**HARIYO BAN PROGRAM  
WWF Nepal  
POSITION DESCRIPTION**

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<b>Name</b>	<b>:</b>
<b>Position Title</b>	<b>: Communications Associate, Hariyo Ban Program</b>
<b>Reports to</b>	<b>: Senior Communications Officer, Hariyo Ban Program</b>
<b>Duty Station</b>	<b>: Kathmandu</b>

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### **I. Major Function**

The Hariyo Ban Program is a five-year initiative that aims to reduce the adverse impacts of climate change and threats to biodiversity in Nepal. Under the direct supervision of the Senior Communications Officer, the Communications Associate will be a member of the Hariyo Ban Program and WWF communications team, playing a vital role in the implementation of the Hariyo Ban Communication Strategy. The Communications Associate will be involved in providing regular updates on Hariyo Ban Program, maintaining its website/webpage, photo library and contributing to the production of outreach materials and monitoring communication activities of the WWF component of the Hariyo Ban Program. Communications Associate will also provide support in planning events and awareness campaigns.

### **II. Major Duties and Responsibilities**

#### **A. Hariyo Ban Program core communications work**

##### **1. Assists the Communications Unit in implementing the Communication Strategy of the Hariyo Ban Program**

The Hariyo Ban Program Communication strategy identifies key stakeholders, messages and communication activities to help the program achieve its objectives. The Communications Associate assists in the implementation of the strategic actions identified in the communication strategy in close coordination with the Senior Communications Officer.

##### **2. Provides regular updates on Hariyo Ban Program**

Coordinates the production of weekly updates and monthly calendar with the communication colleagues of consortium partners for the Hariyo Ban Program. Contributes stories from consortium partners and core team to the Hariyo Ban newsletter, and any other communication channels as appropriate.

##### **3. Manages content of the Hariyo Ban Program web pages and maintains the Hariyo Ban photo database**

Maintains, regularly updates and provides content for the Hariyo Ban Program web page (currently located on WWF Nepal's website). Effectively manages photographs related to the Hariyo Ban Program from the core team, consortium partners, consultants and colleagues for reports, newsletters, presentations, brochures and other materials of similar nature, documenting and storing photos and responding to requests for photos.

##### **4. Provides communications support in developing Hariyo Ban Program's outreach materials and communications campaigns and events of Hariyo Ban Program**

Oversees preparation and production of communications and outreach materials as and when required, especially dealing with photography and audio-visual materials. Deals with consultancies and vendors to bring out the materials. Assists in drafting and preparing background information for outreach materials, and proof reads documents developed under

the Hariyo Ban Program as and when necessary. Organizes and supports Hariyo Ban Program campaigns and events, from conceptualization to implementation. Supervises interns in the broader organizing and logistical set up of events.

## **B. WWF Nepal communications work**

### **5. Supports communication of WWF's Hariyo Ban activities and WWF-led Hariyo Ban events**

Collects stories, conservation highlights and outreach materials for the WWF component of Hariyo Ban Program and promotes the same through WWF's established channels. Documents stories through field visits and communication with relevant staff, and contributes to WWF's story mining efforts. Organizes and supports Hariyo Ban Program campaigns and events, from conceptualization to implementation. Supervises interns in the broader organizing and logistical set up of events.

### **6. Develops WWF communication materials**

Supports budget holders for developing outreach materials (publications, case studies, radio programs, videos, etc.). Disseminates outreach materials to identified stakeholders and maintains publication distribution list. Monitors dissemination of the produced materials.

### **7. Ensures branding and marking compliance in all WWF and consortium partners' outreach material developed under Hariyo Ban Program.**

Ensures compliance of branding and marking in all WWF and consortium partners' outreach materials and activities and field sites under HBP while also ensuring appropriate branding of donors for cost share activities.

### **8. Any other duties**

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

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## **III. Supervisory Responsibility**

Supervises interns and consultants as and when necessary.

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## **IV. Working Relationships**

**Internal:** Works as a team member of the Hariyo Ban Program team, interacting closely with the team members. Interacts closely with WWF Nepal staff with a special focus on those involved in the Hariyo Ban, including in the two landscapes of Hariyo Ban Program. Interacts with WWF network communication staff.

**External:** Works closely with the Hariyo Ban Program consortium partners (CARE, FECOFUN and NTNC).

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## **V. Minimum Requirement**

**Knowledge:** A Bachelors degree, preferably in mass communications or a related field. IT knowledge especially the use of Photoshop, Indesign, Dreamweaver and/or other designing tools would be complimentary. Good photography skills will be an added advantage. Excellent written and oral skills both in English and Nepali is required.

**Experience:** Candidate must have at least two years of outstanding experience in journalism/ /communications / Public Relations.

**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 strong communication and organizational skills is desired. The candidate should also have strong IT skills especially in designing tools like Photoshop, Indesign and Dreamweaver. Editing audio/video skill will be an added advantage. S/he should be effectively able to prioritize and work under time constraints, using initiative and judgement. Must be able to travel extensively to the field, in sometimes rugged conditions (up to 25% travel).

**Accepted by  
Employee:** \_\_\_\_\_

**Supervisor:** \_\_\_\_\_

**Approved by  
Country Rep:** \_\_\_\_\_