

WWF NEPAL PROGRAM - POSITION DESCRIPTION

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| Name | : |
| Position Title | : Senior Communications Officer |
| Reports to | : Deputy Director-Communications and Outreach |
| Duty Station | : Kathmandu |

I. Major Function

The Senior Communications Officer is responsible for creating a positive image of WWF Nepal through strategic media profiling and relationship building. Under the direct supervision of the Deputy Director-Communications and Outreach, the Senior Communications Officer will identify opportunities for media outreach that advance the conservation goals and objectives of WWF Nepal both locally and globally. S/he will ensure communications outreach through a newsroom set-up that collates and disseminates program impacts, interventions and issues on a regular basis through newsletters, publications and electronic media. S/he will also backstop field offices for local level communications and outreach.

II. Major Duties and Responsibilities:

1. Media planning and strategy

Works with the Deputy Director-Communications & Outreach to develop a media plan to advance the organization's strategic goals and objectives to external audiences in support of WWF Practices, priority areas, campaigns and the ongoing news cycle. Supports the media efforts to maximise external profile-building opportunities, to ensure positive media coverage and raise awareness of WWF and its work with key stakeholders and audiences.

2. Media engagement to promote WWF

Conducts media outreach and identifies media opportunities for profiling of WWF in online and traditional media outlets in alignment with network protocols and standards. Provides "leads" to the media for objectively covering the issues of national conservation significance. Provides front-line media relations at advocacy and policy conventions, meetings and events. Builds key media relationships and utilizes these outlets strategically to elevate WWF Nepal's brand, give exposure to WWF Nepal's achievements, challenges and ongoing work, and communicate WWF Nepal's positions and ideas.

3. Production and distribution of media content

In coordination with the Deputy Director-Communications & Outreach, develops key messages, prepares press releases, articles and briefs, writes commentary pieces, and drafts media responses. Ensures all relevant communication materials produced (articles, speeches, films and audio) are shared with relevant staff. Supports the Deputy Director-Communications & Outreach 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 and relevant department.

4. Production of WWF Nepal's outreach materials

Prepares and executes a schedule of all regular publications from program units and ensures timely publication and distribution. Ensures high quality production of publications in line with WWF's global standards and guidelines. Promotes the use of local language to the extent practically possible in WWF's standard publications.

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5. Event management

Acts as the focal person to coordinate key calendar events such as Earth Hour and Global Tiger Day while liaising with the government for events organized under its leadership. Explores avenues for public-facing events that promote the conservation messaging and brand value of WWF Nepal.

6. Community outreach activities

Manages community outreach activities via integrated media channels including mass media, out-of-home and interpersonal. Ensures such community outreach activities are in line with program needs and issues that require broader dissemination and understanding at the local level.

7. Communications support to WWF projects

Acts as the focal person of contact for field-based communications and media outreach. Provides support and guidance in all matters relating to communication through quality production of all publications in line with WWF's global standards and guidelines. Supports in designing, editing and publishing all localised communications materials from WWF Projects.

8. Any other duties

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

III. Supervisory Responsibility

Occasional supervisory role towards interns and volunteers. Provides requisite directions and support to consultants and grantees as appropriate.

IV. Working Relationships

Internal: Interacts regularly with WWF network communication staff and WWF Nepal staff with a special focus to WWF's field based staff. This position requires 40% of the time for field visits

External: Regularly communicates and networks with WWF partner organizations and media.

V. Minimum Requirement

Knowledge: A Bachelors degree, preferably in journalism, mass communications or a related field. Knowledge of media (both offline and online) and IT knowledge is required.

Experience: Candidate must have at least three to five years of outstanding experience in journalism/communications.

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 and digital communications tools along with strong interpersonal and organizational skills is desired. S/he should be effectively able to prioritize and work under time constraints, using initiative and judgement.

Accepted by

Employee: _____

Supervisor: _____

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Approved by
Country Rep: _____