

JOB DESCRIPTION

Position title: Communications Manager – Illegal Wildlife Trade in the Greater Mekong and Closing Asia's Ivory Markets High Impact Initiative
Reports to: Communications Advisor, WWF-Greater Mekong
Technical Report to: i) GMPO Regional IWT Program Manager and Ivory HII Coordinator, and ii) Director, Global Coordination, Ivory HII
Supervises: Consultants, as needed
Location: Vientiane (Laos), Yangon (Myanmar), or Bangkok, Thailand (for Thai nationals)
Validity: July 2019 – June 2020 (extension likely)

I. Background:

WWF-Greater Mekong (WWF-GM) – on the ground in Cambodia, Laos, Myanmar, Thailand and Vietnam – is working to conserve the region's incredible biodiversity and build a secure and sustainable future for people and wildlife. WWF-GM works with government, industry and civil society partners to ensure that, as the region develops, it doesn't squander the natural riches that so many depend on and that drive the region's economic future. Find out more at www.panda.org/greatermekong.

WWF-Greater Mekong has initiated an initiative focused on closing wildlife markets and addressing illegal wildlife trade across the Greater Mekong region (Cambodia, Laos, Myanmar, Thailand and Vietnam) with a special emphasis on the Golden Triangle area where Thailand, Laos and Myanmar connect. The WWF Network Executive Team has approved a High Impact Initiative to Close Asia's Ivory Markets, as part of the Wildlife and Markets Practices. The objective of the Initiative is to ensure that, by 2022, China and related ivory markets are closed, effective enforcement and implementation is in place, demand for ivory among Chinese consumers is significantly reduced, and there is a positive catalytic impact for closure of ivory markets across Asia.

II. Major Functions:

The Communications Manager will be responsible for developing, coordinating and implementing a strategic communications plan to support the conservation objectives of both initiatives, working closely with key programme and communication teams in the Greater Mekong, China and the broader WWF Network. The Communications Manager will highlight key elements of the programme with the media, the public and important stakeholders regionally and around the world using effective communication approaches including digital media to support the strategic goals of both initiatives.

III. Major Duties and Responsibilities:

- Strategy: Develop and implement the communications strategy for both initiatives within agreed timetables and budgets, ensuring its integration with the policy and program strategies, and targeting key audiences to build an international profile for WWF-Greater Mekong's illegal wildlife trade and Ivory HII work and maximising the impact of conservation program achievements.
- Capacity: Review existing communications capacity and assets within WWF for illegal wildlife trade and ivory trade with the aim to identify available resources and expertise and gaps in assets and knowledge
- Research: Oversee and conduct research as appropriate to inform communications strategies, messaging and campaign propositions designed to effectively persuade target audiences to take action against illegal wildlife trade and ivory trade
- Campaigns: Conceive and develop special campaigns and events linked to the goals, objectives and work plans of the illegal wildlife trade and ivory High Impact Initiatives
- Media: Develop and maintain positive working relationships with targeted online, print and broadcast journalists, editorial writers and columnists, as well as other media staff. Execute and monitor media strategies and activities, including press conferences, one-to-one briefings, press releases, media pitches and other written materials. Handle press inquiries and pursue opportunities promoting illegal wildlife trade and ivory trade. Organise media training for staff as necessary.
- Partnerships: Collaborate with TRAFFIC and other partner organisations to ensure an integrated communications strategy and delivery, and identify and build partnerships that support external communications for illegal wildlife trade and ivory trade at the regional and international level.
- Products: Work with colleagues to produce and commission, as appropriate, editorials, features, advertisements, brochures, fact sheets, briefing, position papers, news stories etc. on key wildlife trade issues; and research and commission visuals, videos, photographs and footage as necessary.



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- Web: Develop and manage the Greater Mekong illegal wildlife trade website and contribute to the Ivory High Impact Initiative website.
- Reports: Prepare communication project descriptions, budgets and progress reports on a timely basis, as mutually agreed, to the Communications Advisor, WWF-Greater Mekong, and GMPO Regional Illegal Wildlife Trade Program Manager and Ivory High Impact Initiative Coordinator.

IV. Profile:

Required Qualifications

- A University Degree (post-graduate preferable) with related academic and professional background in the field related to communications, media, policy advocacy, public relations or marketing.
- At least 5 years of working experience, preferably in nature conservation communications, advocacy or NGO communications.
- A passion for wildlife conservation

Required Experience and Knowledge:

- Proven experience and success in communications.
- Sound experience in the development and implementation of communication strategies, preferably in a multicultural setting, coupled with an ability to anticipate and capitalize on opportunities to achieve high profile results.
- Good interpersonal and management skills, versatile and able to work in a team as well as independently
- Familiarity with a wide range of communication tools and approaches, their potential impact and their suitability for an organization 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 communication skills, both written and verbal, supported by strong computer, internet and digital media skills. Strong verbal and written English skills are essential; other languages such as Mandarin, would be an asset.
- A willingness and flexibility to travel and sometimes work outside of normal office hours.
- Demonstrates WWF behaviours in ways of working: strive for impact, listen deeply, collaborate openly and innovate fearlessly
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging

V. Working Relationships:

Internal: Report directly to the WWF-Greater Mekong Communications Advisor; Work closely with the WWF-Greater Mekong Illegal Wildlife Trade Program Manager and the Ivory High Impact Initiative Coordinator, the GMPO Regional Lead for Wildlife and Wildlife Crime, and the Director, Global Coordination for Ivory HII. He or she will also work closely with key WWF (and other) wildlife trade experts across the region, especially TRAFFIC; work closely with fundraisers and related staff across the WWF Network, especially relevant to the Greater Mekong and the Ivory HII.

External: The Communications Manager will work with a large variety of individuals, including the representatives of illegal ivory trade and elephant conservation organizations, donors – especially WWF-Netherlands and United Kingdom -- local and central governments and private companies as needed

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

Reviewed and signed by:

Lee Poston

Jedsada Taweekan



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Communications Advisor

WWF-Greater Mekong

Date: May 2019

Karen Xue
Director, Global Coordination,
Ivory High Impact Initiative
WWF-International

Date: May 2019

Illegal Wildlife Trade Program Manager and Ivory HII
Coordinator
WWF Greater Mekong

Date: May 2019

Yoganand Kandasamy

Regional Lead for Wildlife and Wildlife Crime
WWF Greater Mekong

Date: May 2019