**JOB DESCRIPTION**

**Position**: Communications & Awareness Officer

**Programme:** Marine Programme

**Reports to**: Marine Programme Coordinator

**Supervises**: None

**Location**: Dar es Salaam

**Grade:** A2

1. **Major functions:**

To ensure quality and timely delivery of outputs related to communications and awareness raising under the TCO Marine Programme. These include effectively communicating the objectives and achievements of the programme to a range of stakeholders; as well as facilitating knowledge management and awareness raising on issues surrounding sustainable fisheries and marine resources management amongst coastal communities in the programme area, as well as counterparts from partner institutions at higher levels.

1. **Major duties and responsibilities:**
* Deliver communications and awareness related outputs stated in marine component of WWF TCO strategic Plan;
* Preparing a *visibility plan*, communication and awareness strategy for marine programme which is oriented around the social, cultural and religious characteristics of coastal communities;
* Coordinating a diverse awareness programme in conjunction with relevant partners, including design, production & distribution of relevant materials and implementation of appropriate activities and events, and raise awareness about the marine programme to all stakeholders;
* Promoting wide stakeholder awareness and understanding within the programme area on policies, laws operating procedures and practices relating to marine fisheries in this, working closely with the WWF marine programme team, district counterparts and Fisheries Division;
* Facilitating knowledge sharing and awareness raising on issues surrounding sustainable eco-system-based fisheries management amongst coastal communities in the programme area, as well as counterparts from partner institutions;
* Conducting awareness-raising on the marine environment and sustainable use of fisheries resources with children and youth including design and production of relevant materials;
* Maintaining a relationship with peers in the network, national offices, donors, government parastatals, district officials, partners, a network of relevant journalists in Tanzania across all media and community leaders.
* Coordinating local & national media coverage of noteworthy events and successes related to the TCO Marine Programme.
* Develop and update annual factsheet to communicate the status of the programme to the project stakeholders and interested third parties;
* Ensuring that WWF social policy are incorporated into relevant awareness raising and educational activities, as culturally appropriate:
* Routinely collecting information and photographs during field visits to enable reporting of individual or group ‘*success stories’* relating to the TCO Marine Programme.
* Preparing draft contracts for involvement of third party professional services relevant to any of the above tasks;
* Producing semi-annual and annual technical progress reports and any other reports as may be required;
* Participating and providing technical input in preparation of annual programme workplans and budget;
* Performing any other duties as may be required from time to time by the officer’s supervisor, TCO Communications Manager or Conservation Manager or Country Director.
* Team up with other communications personnel at the Country Office and support communications work for TCO and report to the TCO Communications Manager when relevant
* Championing compliance to safeguards and social policies
* Ensuring adherence to WWF Network Standards
* Demonstrating excellent understanding of risk-based approaches to managing projects and programmes

**III. Profile**

* Bachelor’s degree or equivalent in environmental education, communications, natural resources management or similar.
* At least three years relevant professional experience in communication and / or environmental education, with an emphasis on sustainable natural resources management. Experiences in fisheries or marine resources management, sustainable coastal livelihoods will be an advantage.
* Experience in supervising the design and production of awareness materials including printed materials such as brochures and calendars, t-shirts and banners as well as audio visual materials including video production
* Understanding of, and sensitivity towards, the culture and livehoods’ context of rural coastal communities in Tanzania. Actual experience working in coastal communities will be an advantage.
* A proven ability to work effectively without direct supervision, and to deliver high quality, timely outputs; proven ability to work in a team and willingness to travel regularly and to stay for periods sometimes in remote areas;
* Excellent verbal and written communication skills in both Kiswahili and English.
* High level of computer literacy and technical report writing in English and Kiswahili.

**VI. Working Relationships**

 ***Internal:*** Working closely with the TCO Marine Programme staff team, as well as other colleagues within WWF Tanzania Country Office and WWF Network;

***External;*** Working closely with relevant counterparts within coastal district/municipal councils; target coastal communities; service providers involved in production of awareness materials; and media.

**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 organization needs.**

Prepared by………………………………… Date ………………………………...

 **Human Resources Manager**

Reviewed by………………………………… Date ……………………………….

 **Progamme Coordinator**

Approved by ………………………………. Date ……………………………….

 **Country Director**

Accepted by staff member: ……………..………… Date ……………………………….