

TERMS OF REFERENCE FOR PROJECT MANAGER – RESEARCH AND BEHAVIOURAL CHANGE

Job Title: Project Manager – Research and Behavioural Change

Unit: WWF Tanzania Country Office/TRAFFIC East Africa

Location: Dar es Salaam or Arusha, Tanzania

Reporting to: TRAFFIC EA Director

Expected start date: Mid to late February 2020

Type of contract: Fixed-term (12 months) – with potential for extension

Closing date: 12 January 2020

WWF (World Wide Fund for Nature) Tanzania – the International Conservation Organization in alliance with TRAFFIC - the international wildlife trade monitoring network - is seeking a Project Manager to implement a behavioural change project, an activity within CONNECT, a USAID funded project being implemented by IUCN, WWF and TRAFFIC.

Background on TRAFFIC

TRAFFIC is a leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development. TRAFFIC has over 130 staff working on five continents towards reducing illegal and unsustainable trade of wild species. TRAFFIC's engagement in East Africa is managed through its offices in Arusha and Dar es Salaam, hosted by WWF Tanzania Country Office.

JOB DESCRIPTION

Background to role

One of TRAFFIC's remits under the recently awarded USAID CONNECT (Conserving Natural Capital and Enhancing Collaborative Management of Transboundary Resources in East Africa) project, is a demand reduction programme targeting consumers of illegal wildlife products in East Africa, specifically Uganda, Kenya and Tanzania. Core to the development of a demand reduction programme is the design and implementation of a comprehensive body of research, which will inform both the overall strategy but also key messaging to the priority target audiences.

A phase one research project was completed in 2019 profiling the market dynamics of a range of terrestrial and marine species being purchased across a range of outlets and points of sale in the three target countries. It also provides important insights into respondent usage, knowledge and attitudes towards wildlife products, as both food items and for other uses including traditional medicines.

A phase two of the research will take place in 2020. The findings from these two phases of research will be used to design and implement behaviour change strategies to reduce demand for illegal wildlife products; and will also be used to provide critical evidence to inform regional interventions in relation to policy, law enforcement and business engagement.

Specific Responsibilities

This position is responsible for the successful delivery of the research and behaviour change component of the CONNECT project, in collaboration with in-country project partners (IUCN ESARO, WWF and East African Community (EAC)). The WUP Project Manager will also work closely with various members of the Project Support Unit, TRAFFIC's Communications team and Behavioural Change Coordinator (BCC) in the UK.

The WUP Project Manager will lead on project management, administration and financial components related to the project, with a focus on delivering activities according to the project workplan and M&E framework and providing quality assurance that activities are being delivered on time and on budget, initiating adaptive management responses when required.

The WUP Project Manager will liaise on a regular basis with staff from IUCN ESARO (the CONNECT project leader) on reporting, financial and communications issues. He/she will also line manage a specialist Research Consultant, who will be contracted for a fixed term within the life of the project.

Specific Duties

- Recruit and oversee a Research Consultant, who will be tasked with the design and implementation of the phase 2 research project based on the recommendations stemming from the phase 1 research results;
- In consultation with the TRAFFIC Behavioural Change Coordinator, the Research Consultant, and the Director of East Africa, confirm the identify priorities for phase 2 research studies;
- Disseminate the findings and recommendations of the phase 2 research to project partners and stakeholder groups, including law enforcement agencies and business interests;
- Using the combined findings of the research studies (phase 1 & 2), and in collaboration with the BC Coordinator, and CONNECT partners, develop behaviour change strategies and appropriate and effective messaging, targeting priority audiences and priority wildlife products
- Working with third party creative/media agencies and TRAFFIC's Communications team, manage the creative and media planning, production and placement processes;
- Oversee monitoring and evaluation activities to assess the impact of the communications campaigns;
- Prepare quarterly progress reports (narrative) and work with TRAFFIC East Africa's finance staff to ensure the timely preparation of financial information/spends for quarterly and end of project donor reporting;
- The WUP Project Manager will be responsible for ensuring that project work is integrated into TRAFFIC's wider portfolio of work on behavioural change and shared with the broader Social and Behaviour Change Community of Practice members.
- Create and maintain a comprehensive electronic filing system and data base for the behaviour change project;
- Respond to donor requests for ad-hoc information and attend meetings as required to support the project with partners, Government agencies or to attend regional workshops; and,
- Prepare contracts with third party suppliers and arrange for timely payment of supplier invoices.

REQUIREMENTS

- Must be eligible to live and work in Tanzania, and to travel within the region (eg., Uganda, Kenya)

- Educated to a Masters degree level, ideally in behavioural science, communications, social science or other relevant fields
- Must be completely fluent in written and oral English
- At least five years of experience in developing and implementing research led communications and behaviour change strategies, across a variety of audiences and media/vehicles and in a cross-cultural context.
- A minimum of five years relevant experience of working in a project management capacity, covering administration, budgeting, financial reporting and contracting
- Demonstrated experience of preparing donor/project reports
- Experience of working in conservation or international development, and working with bilateral agencies (USAID, DFID) an advantage
- Computer literate (Microsoft Office) with strong spread sheet skills; Microsoft Project or Adobe InDesign an advantage
- Excellent communication and interpersonal skills with strong organisational ability
- A good team player, used to meeting tight deadlines and working under pressure; and also willing to work on own initiative
- Must be able to travel throughout the region which may require frequent periods of up to one week away from home

APPLICATIONS

Applications must include a cover letter, along with a complete CV with full contact details of three referees and should be addressed to the Human Resources Manager of WWF TCO, via email to: **hresources@wwftz.org** by **midnight Tanzania time, 12 January 2020.**

We thank all applicants for their interest in this position but only shortlisted candidates will be contacted. The interviews will take place over Skype and/or in person in Dar es Salaam or Arusha, Tanzania.