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JOB DESCRIPTION

Position title: Communications Officer, Coastal East Africa Initiative

Reports to: Leader, Coastal East Africa Initiative

Location: Dar es Salaam, Tanzania

Date: April 2010

I. Mission of the Initiative:

The Coastal East Africa Network Initiative (CEA NI) is one of fourteen large-scale programmes that the WWF Network is embarking on in order to achieve transformational change by working at local, national and international scales, linking work on the ground with advocacy work and engagement.

The vision for the CEA NI is that Coastal East Africa's unique and globally significant natural resource base provides the essential goods and services that support biodiversity as well as economic development and the livelihoods of present and future generations. In order to achieve this vision, WWF will work with governments and other key partners in the region - Kenya, Tanzania and Mozambique - to implement the following strategies:

- *Strengthening natural resources governance for effective management of marine fisheries and coastal forest resources and improved effectiveness of institutions in implementation of policies and regulations*
- *Adoption of sustainable trade and investment approach with specific focus on shrimp, tuna and timber commodities*
- *Secure the remaining high value conservation areas in Coastal East Africa, through a number of initiatives, including protected areas, land use planning, REDD activities etc.*

The Communications Officer will provide support to the CEA NI Leader in the development and implementation of the Communications Plan, including producing and disseminating a range of communications materials and building a close working relationship with the media and key target audiences in order to enhance the deliver and impact of the Initiative

I. Major Functions:

- Lead on the development and implementation of the CEA-NI communications strategy.
- Lead and manage the delivery of internal and external communications for the CEA-NI that help secure conservation wins, support policy advocacy, strengthen WWF's profile and support fundraising.
- Develop excellent working relationships within and outside the WWF network, and advancing WWF's CEA agenda at all levels to create maximum impact.

II. Major Duties and Responsibilities:

- Develop and implement the communications strategy for the CEA-NI, ensuring its integration with the CEA-NI strategy, WWF-ESARPO strategy and Global Programme Framework.

- Oversee and conduct market research as appropriate to inform communications strategies and campaign propositions, designed to improve worldwide recognition of the CEA and position WWF with key target audiences.
- Develop and maintain positive working relationships with targeted online print and broadcast journalists and editorial writers, as well as other media influentials. Execute and monitor media strategies and activities.
- Identify and build partnerships that support external communications for the CEA at the regional level.
- Working with the CEA-NI Team, WWF-ESARPO and its relevant Country Offices, produce relevant communication tools and materials on key CEA-NI issues.
- Develop and manage CEA-NI's online presence; www.panda.org, intranet, WebEx, etc. for effective communication to build and maintain buy-in for the CEA-NI and generate maximum participation and support.
- Prepare communications project descriptions, budgets, and progress reports.
- Work collaboratively with fundraisers to provide communications products that will support fundraising efforts for the CEA-NI.

III. Profile:

Required functional skills

- The ideal candidate should have university level qualifications in a relevant subject.
- At least five years communications experience obtained in a national or high-profile organization;
- Proven track record in communications strategy development and implementation, and familiarity with a wide range of communication tools and approaches, their potential impact and their suitability for an organization;
- Knowledge of conservation issues affecting eastern Africa. Some experience of communications around international policy institutions and fora is preferable, as is experience of working for a non-profit experience;
- Ability to multi-task and work effectively to tight deadlines with quality results;
- Excellent communications skills, both written and verbal, supported by good computer and Internet skills.

Required behavioural skills

- Excellent understanding of communication for development, public relations and international relations;
- Excellent inter-personal skills, and proven ability to build and maintain strong relationships, negotiate/mediate on issues;
- Strong cross-cultural skills and versatility in dealing with different types of partnerships;
- Personal integrity with an honest and open personal style;
- Adherence to WWF's values, which are: Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.

IV. Supervisory Responsibilities:

None

V. Working Relationships:

Internal – reports directly to the Coastal East Africa Initiative Leader. The Communications Officer works closely with all CEA-NI staff; other WWF teams that have a bearing on CEA-NI, Country Office staff implementing the CEA-NI in the region, administrative staff in the host office and key staff in other relevant WWF offices.

External – works closely with key actors (donors, media, governmental, private sector representatives, national and regional forums, civil society bodies) mainly in Kenya, Tanzania and Mozambique, but potentially worldwide in the region.

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.

Prepared by the Leader, CEA NI: _____ Date: _____

Approved by Shareholder Group: _____ Date: _____

Accepted by Staff member: _____ Date: _____