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JOB DESCRIPTION

WWF (The World Wide Fund for Nature) is an International Non-Governmental Organization that deals with conservation of nature. Our mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

The Dzanga Sangha Protected Areas are located in the rainforest in the south-western part of the Central African Republic and the northern edge of the Congo basin forest. The area is well known for its impressive biodiversity and is the biggest intact forest remaining in the country. It comprises a total area of more than 6 000 km². The long-term goals for WWF in the Dzanga-Sangha Protected Areas are to protect the forest ecosystem and to promote sustainable development in the region. The development of eco-tourism is a very important part for the sustainable development trajectory of Dzanga-Sangha.

WWF Central African Republic Country Office seeks to hire an experienced and motivated individual for the position of **Communications Officer** for its Dzanga Sangha programme. To join our team you need to be passionate, be a self-starter with an outgoing personality, have a positive attitude and be willing to spend large amounts of time out of the office engaging with people. You also need to be prepared to spend your time in a logistically challenging yet magnificent and secured environment in Southwestern CAR.

Position title: Communication Officer Dzanga Sangha Protected Area (DSPA)

Reports to: Principal Technical Advisor Dzanga Sangha Protected Areas (DSPA)

Location: Bayanga, Central African Republic

Date: April, 2019

I. Major Functions

Liaises closely with the Technical Advisor, field staff partners and local communities to obtain news and information from them that can be used to market Dzanga-Sangha and make it known to a wider global audience. Liaises closely with the WWF Regional Office for Africa and the WWF International Communications Team to provide them with information on programmes activities, and work together for global campaigns. Interact with all target groups, including the local communities in and around Bayanga in order to provide regular news articles, photographs and features on activities and the unique area of Dzanga-Sangha.

II. Major Duties and Responsibilities

Strategy development

- Together with Technical Advisors and other staffs, develop and implement a communications plan for the Dzanga-Sangha programme;
- Identify local, regional and international opportunities to showcase Dzanga-Sangha and WWF's conservation, eco-tourism and primate habituation programme.

Media relations



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- Creates and develops close and continuing relations with journalists, editor and other media producers in the project area for the purpose of communications for conservation;
- Responsible for arranging local and international press trips to the Dzanga-Sangha protected Areas and WWF's activities in and around the park, including organizing visits for local and foreign journalists.
- Acts as a spokesperson for the Dzanga-Sangha programme
- Trains key programme people in communicating to the press effectively.

Communications

- Provides appealing stories to the WWF Network and donors on a regular basis
- Pitches appealing stories to relevant media
- Contributes to market Dzanga-Sangha in relevant international tourism fairs by producing compelling communications assets.
- Designs quality promotional material for partners in the project area, donors, the WWF Network and external stakeholders
- Regularly updates and improves the Dzanga-Sangha website, Facebook page and other social media with interesting stories, compelling facts and practical advice for visitors
- Regularly uploads quality photographs to the WWF photo library and manages a local photo and video library.
- Produces short videos featuring Dzanga-Sangha and its wildlife and people
- Sets up and implements a social media calendar, creates social media packages for the WWF Network
- Acts as a communications focal point for WWF Central African Republic within the WWF Network.
- Works closely with the WWF-International media unit on the development of Q&As and reactive statements as needed.
- Participates in bi-weekly Africa community of communicator's communications calls.

III. Profile

Required Qualifications

- Minimum Bachelor Degree or equivalent in the field of Communications, Public Relations, Marketing, Journalism, International Relations and Development. An advanced degree (Masters) would be an advantage.
- A minimum of 2-year relevant experience as a Communications and Media lead preferably in the NGO sector in Africa
- A successful track record in the development and implementation of medium and long-term Media and Communication strategies across diverse markets in Africa (or equivalent emerging markets).

Required Skills and Competencies

- The position requires a person who is a self-starter with the ability to work quickly and efficiently to meet tight deadlines in and out of office hours and who can accomplish the tasks with little supervision
- Managing diverse internal communication initiatives, working with colleagues and service providers;



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- Excellent interpersonal skills;
- Written, verbal and non-verbal communication, in both French and English is an important requirement. Additional local languages would be an advantage;
- Flexibility and change orientation with ability to balance competing priorities;
- Understanding of the wider strategic context, both internally and externally;
- Able to demonstrate a range of communication and influencing styles to suit a wide range of stakeholders;
- Ability to work to tight deadlines and manage a number of conflicting and frequently changing priorities.
- Self-confident and well rounded, with the capacity to understand multiple perspectives and cultural diversity and deal with those differences diplomatically.
- Energetic and enthusiastic; passionate about biodiversity conservation and working with local communities;
- Ability to work in a remote environment with regular missions offering logistical challenges
- Adhere to WWF's values: Knowledgeable, Optimistic, Determined and Engaging.

IV. Working Relationships

Internal: WWF partner offices, communications unit at WWF Regional Office for Africa and International, programme staff, field staff

External: Interacts with in-country governmental institutions, non-governmental organizations and different stakeholders in the Bayanga area and in Bangui, service providers for specific communications tasks, journalists

Prepared and supervised by: _____ Date: _____

Reviewed by: _____ Date: _____

Approved by: _____ Date: _____

Accepted by employee: _____ Date: _____