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The World Wide Fund for Nature (WWF) Cameroon is looking for a Communication Coordinator

Want to make a positive difference to the future of people and our one shared home, the Earth? Working with WWF could be the opportunity of a lifetime:

All around the world, people are waking up to the deepening crisis of nature loss. A growing realization that nature is our life-support system. And that nobody will be spared from the impacts of its loss. Here at WWF, we are helping to tackle this enormous global challenge.

Our people come from hugely diverse backgrounds and with a variety of expertise, ranging from HR and finance to advocacy and conservation science. We welcome applications from anyone who believes they can help us create a better future for people and wildlife.

What we do:

We are an independent conservation Organization, striving to sustain the natural world for the benefit of people and wildlife. From individuals and communities to business and government, we are part of a growing coalition calling on world leaders to set nature on the path to recovery by 2030. Together, we seek to protect and restore natural habitats, stop the mass extinction of wildlife, and make the way we produce and consume sustainable.

For our Country Office in Cameroon, we are looking for a dynamic and committed **Communication Coordinator**.

Reports to:

Hierarchical Supervisor: Country Director

Dotted line report: ROA Director of Communications

Supervises: Landscape communications Officer, Digital Communication Officer

Location: Yaounde

Duration: Two (02) years renewable

Mission of the Department

The mission of the Communication Department is to support WWF CCO's vision and broad conservation goals by increasing awareness and understanding of the importance of conservation in Cameroon. The department aims to strengthen WWF's visibility, profile, image, and credibility among diverse target audiences through various activities. This includes producing compelling communication materials such as stories, on-the-ground reports, background information, and statements about WWF's policies, fieldwork, results, achievements, and successes.

Major Functions

Under the supervision of the Country Director, the Communication Coordinator is an integral part of the Country Management Team. The Communication Coordinator will lead the development and implementation of WWF Cameroon's Communication Strategy. This role is essential for enhancing WWF Cameroon's visibility, influence, and engagement. The Coordinator will play a critical role in promoting the organization's conservation goals, engaging stakeholders, and ensuring consistent and effective messaging across various platforms.

Major Duties and Responsibilities:

Country Management Team Role:

- Programme and proposal development lead on communications;
- Recruitment of communications positions to support national office and programme implementation;



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Organizational Role:

- Support Conservation Manager, Programme and thematic leaders in developing and delivery communications activities for programmes.
- **Communication Strategy Development**
 - Lead the development and implementation a comprehensive communication strategy aligned with WWF Cameroon's conservation goals;
 - Ensure communication plans support advocacy, fundraising, and stakeholder engagement efforts.
- **Content Creation and Management**
 - Oversee the creation, production, and dissemination of high-quality content (CCO annual report, press releases, reports, social media posts, newsletters, etc.).
 - Ensure that all content aligns with WWF's brand and messaging guidelines.
- **Media Relations**
 - Build and maintain relationships with national and international media.
 - Organize press conferences, press trips, media briefings, and respond to media inquiries.
 - Monitor media coverage and manage media databases.
- **Digital and Social Media Management**
 - Manage WWF Cameroon's digital presence, including website, social media channels, and other online platforms.
 - Develop engaging content and campaigns to increase online engagement and reach.
- **Internal Communication**
 - Coordinate internal communication efforts to ensure staff are informed about organizational developments, campaigns, and achievements.
 - Facilitate effective communication between different departments and teams.
- **Stakeholder Engagement**
 - Develop and maintain relationships with key stakeholders, including donors, partners, government agencies, and community groups.
- **Monitoring and Evaluation**
 - Monitor and evaluate the effectiveness of communication strategies and activities.
 - Provide regular reports and insights to the senior management team.
- **Capacity Building**
 - Develop and implement training programs to enhance the communication skills of staff and build the organization's overall communication capacity.
 - Mentor and support team members in best practices for effective communication.

Network role:

- Member of the Africa Community of Communicators;
- Focal Point representative at the Global Communications Community;
- Responsible for country content sharing with the network and monitoring;
- Member of the global communications leadership group (CLG);
- Provide input to broader communications strategies and events across the WWF network;
- Work with other key communicators within the WWF network.



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Profile:

Required qualifications

- University Degree in communication/public relations, education, journalism, social sciences or other related subjects relevant to the position. A Master's degree is an advantage;
- At least five (5) years' experience in a Communications role, preferably in an NGO environment or within the conservation/environmental sector;
- Experience working with government and donors;
- Demonstrated people management skills and abilities;
- Proven ability to work successfully with international organizations involved in environmental and/or community issues;
- Demonstrated track record in delivering strategic communications programs;
- Good written and oral communications skills (fluency in French and English languages);
- Excellent computer knowledge (word processing, spreadsheet, e-mail, preferably video and image editing software ...).

Required skills and competencies

- Ability to develop and implement effective communication strategies that support organizational goals;
- Proven experience in building and maintaining relationships with media outlets and journalists;
- Ability to think creatively and innovatively to develop engaging communication campaigns;
- High level of accuracy and attention to detail in all communication outputs;
- Good liaison, communication and media design skills in a multi-cultural setting;
- Strong knowledge of IT applications for communication/PR (publications, web design)
- Good analytical, report-writing and editing skills with ability to produce compelling and clear content for various audiences independently;
- High motivation and commitment to adhere to WWF's values, conservation and development objectives;
- Willingness to regularly travel to program areas;
- Excellent project management and organizational skills;
- Excellent interpersonal skills, including the ability to develop and maintain strong relationships and networks at all levels within WWF and with external stakeholders.

Working Relationships:

- **Internal** – Reports directly to the Country Director and works closely with the Heads of Departments, Programmes and Projects heads, other members of the CCO Communications team; WWF-ROA Director Communications & Branding, the Congo Basin Communications Coordinator, and key staff in other relevant WWF offices.
- **External** – The role will interface and works closely with key partners and actors (media, governmental, private sector representatives, national forums, civil society bodies) in Cameroon and donor partners (bilateral and multilateral) in Cameroon to achieve the set objectives and impact.

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.

How to apply:

Apply through the link:

https://cameroon.panda.org/apply_to_a_job/apply_for_a_job/ (with a computer, please do not use a mobile phone)



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Deadline for applications: 04th August 2024.

Thank you in advance for your interest in this position. Please note that only shortlisted applications will be contacted for further consideration. If you have not been contacted, consider your application unsuccessful.

WWF is an equal opportunity employer and committed to having a diverse workforce.