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## The World Wide Fund for Nature (WWF) Cameroon seeks a Strategic Communication and Advocacy Consultant Congo Basin

### About WWF

World Wide Fund for Nature (WWF) is an international non-governmental organization founded in 1961 that works to protect nature. Its mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth. Our vision is to build a future in which people live in harmony with nature. As such, it seeks to save the planet by balancing the needs of humans with those of other species that share the Earth, practice humane conservation in the broadest sense, instill in people everywhere a quiet but unconcealed respect for nature and balance that respect with a deep belief in human possibility, inspire others who can advance the cause of conservation.

### Background:

The Congo Basin is the second-largest tropical forest in the world and is home to an impressive wealth of fauna and flora, ranging from isolated species (elephant, rhinoceros, hippopotamus, chimpanzee, and gorilla) to endemic habitats (hot spots). The Congo Basin is one of the priority regions for biodiversity conservation due to its exceptional heritage and high level of endemism (Colyn & Deleporte, 2004; Brooks et al., 2011; Dagalier et al., 2019).

These ecosystems have a common value today and across generations. However, the growing interest in protecting its ecosystems is challenged by the context of countries' under-development, weak governance, and funding shortage. Almost two years ago, the WWF Regional Office for Africa decided to strengthen the Congo Basin conservation programme.

As we move into the elaboration phase of sub-regional conservation strategy framework, we are looking forward to recruit a highly experienced strategic communication and advocacy consultant to design, plan and lead the communication efforts at sub-regional level, build and maintain relationships across the WWF Network with external partners and public and private sector donors, and mobilize attention of stakeholders on WWF conservation efforts in the Congo Basin.

**Reports to: Congo Basin Conservation Director**

**Location: Yaoundé, Cameroon**

**Duration of the consultancy: 6 months**

### Main Functions:

Liaises closely with the Congo Basin Conservation Director, WWF Regional Office for Africa, the WWF International Communications team and relevant donor offices to strengthen the Congo Basin conservation efforts at sub-regional level. Interact with all target audiences, external partners, public and private sector donors, and the media in order to provide updates, and features on key conservation activities within the Congo Basin.

## **Major Duties and Responsibilities**

### **Strategic development & implementation**

- Design and implement a results-oriented communications strategy utilizing a range of communications tools including media interviews, social media platforms, conferences, workshops, project events, project publications, videos, media sponsorships, interactive online platforms and external engagement opportunities.

### **Media relations**

- Creates and develops close and continuing relations with journalists, editors and other media producers for the purpose of communications for conservation;
- Responsible for arranging and accompanying local and international press trips to the Congo Basin key sites, including organizing visits for local and foreign journalists.
- Leads on the development of reactive statements to media request and Q&As in close collaboration with the Congo Basin Conservation Director, Regional office for Africa and the WWF-International media unit as needed.

### **Advocacy**

- Develop and coordinate the execution of advocacy and communications strategies.
- Leverage leadership and national voices to implement advocacy strategies.
- Develop and manage a sub-regional program dedicated to achieving strategic communications and advocacy outcomes.
- Lead issue-specific communications in service of advocacy goals.
- Develop proposals in partnership with programmatic and WWF offices in the Congo Basin region.

### **Communication**

- Regularly provides digital visibility and influence around strategic opportunities within WWF and beyond.
- Provides appealing stories to the WWF Network and donors on a regular basis
- Lead on the design, content development, and distribution of key quality promotional material for partners in the project area, donors, the WWF Network and external stakeholders
- Acts as a communications focal point for the Congo Basin within the WWF Network.
- Support and prepare high quality presentations and other materials for the Congo Basin sub-regional team for their engagement with partners and relevant fora.

### **Knowledge Management**

- Facilitate knowledge and information flow through newsletters, press releases, videos, photos, documentary, website updates and social media posts among partners, donors and stakeholders
- Regularly uploads quality photographs to the WWF photo library and Produce short videos featuring key conservation actions within the Congo Basin as well as its wildlife and people
- Design communications tools to effectively communicate activities and progress (e.g. videos, workshops, conferences, and public events, visual images and infographics, press releases, social media, radio messaging, etc.).
- Undertake necessary internal and external travel to (campaigns, seminars, trainings) to present or gather relevant communication updates

## Profile:

### Required Qualifications

- Minimum Master's Degree or equivalent in the field of Communications, Public Relations, Marketing, Journalism, International Relations and Development. An advanced degree would be an advantage.
- A minimum of 8-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/advocacy and Communication strategies across diverse markets in Africa (or equivalent emerging markets).

### Required Skills

- Demonstrated technical, programmatic and organizational experience for at least 5 years in Knowledge Management, print /mass communications and advocacy in an intergovernmental or international development oriented organization
- Demonstrated experience with conception and production of communication materials (on-line, media/press releases, publications and reports, and outreach materials...)
- Excellent oral and written communication skills, conveying messages to different audiences using diverse media, and fluent in English and French as the main working languages is essential.
- Experience working with journalist and media networks within the Congo Basin and ability to develop, nurture and maintain existing and new media contacts
- Ability to analyse complex information from different sources and to synthesise this information into coherent and appropriate knowledge and communication products
- Demonstrated understanding of natural resources management, climate change and socio-economic development, biodiversity conservation, Collaborative Management of Natural resources, Trans-boundary management of protected areas within the Congo Basin and the relevant global processes
- Fully computer literate - skilled and confident in using office applications such as MS office (word, excel, power point, publisher), Desktop publishing software, calendar and email applications as well as familiarity with relevant information technology, website content management, experience and social networking tools; such as Facebook, Twitter etc.
- Proactive approach to meeting deadlines and delivering results with limited supervision.

### Competencies

- A good team player with excellent interpersonal, presentation and communication skills
- Able to handle multi-tasks and meet with tight schedule, work with various parties independently and able to deliver results under pressure
- Detail-oriented, hands-on and able to follow through projects or tasks
- Positive thinker with a 'can do' attitude and eager to learn
- Outgoing and able to work in the field sometimes
- Passionate about conservation issues
- Good command of both written and spoken English and French, editing skills is an advantage
- Proficient in computer skills, including Microsoft Office and preferably with practical knowledge in image & video editing software.

### Working Relationships

**Internal:** Interacts with communication team –Africa and International, thematic leads, Programme Managers, Brand and Web Unit at WWF-International, Head of Communications and Marketing, Africa

**External:** Interacts with in-country governmental institutions, partner non-governmental organizations and different stakeholders within the Congo Basin, service providers for specific communications tasks, counterparts in relevant donor offices, journalists.

### **How to apply**

Interested candidates should prepare and submit: a cover letter; a curriculum vita by email to [recruit-cam@wwfcam.org](mailto:recruit-cam@wwfcam.org) with subject: "Strategic communication and advocacy Consultant" or drop an enclosed envelop at the WWF-Cameroon office.

**Deadline for submission: October 20, 2022 at 5:00 p.m.**

### **WWF's Values & Behaviors**

Aligns and identifies with the core values of the WWF organization: Courage, Integrity, Respect and Collaboration

**NB:** This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from the consultant. Other tasks may be assigned as necessary according to organizational need.

### **From WWF**

We thank you in advance for your interest in this position. Please note that only candidates under serious consideration will be contacted for follow up. If you have not been contacted five (5) days after the submission deadline, consider your application unsuccessful.

WWF is an equal opportunities employer and is committed to having a diverse workforce. Applications from women are strongly encouraged.

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