



together possible.

RECRUITMENT NOTICE

Position title: Senior Communication Officer WWF CAR
Reports to: Country Coordinator WWF CAR
Location: Bangui, Central African Republic
Duration: 2 years

Deadline for submitting applications: June 30, 2022

WWF (The World Wide Fund for Nature) is an International Non-Governmental Organization that deals with the 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 and the Ngotto Forest Programme 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 12 388 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. The vision for the Ngotto Forest programmes is to duplicate the model of Dzanga Sangha Protected Area in this landscape.

WWF Central African Republic Country Office seeks to hire an experienced and motivated individual for the position of **Senior Communications Officer** for its country 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 up to 40% your time in a logistically challenging yet magnificent and secured environment in Southwestern CAR.

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 promote Dzanga-Sangha and Ngotto Forest and make the two programmes known to a wider local and global audience. Liaises closely with the WWF Regional Office for Africa, the WWF International Communications team and relevant donor offices to provide them with information on programmes activities, and work together for global campaigns. Interact with all target audiences, including the local communities in and around Bayanga and Ngotto in order to provide regular news articles, photographs and features on activities and the unique areas WWF CAR works in.

II. Major Duties and Responsibilities

Strategy development

- Together with the Senior Management Team (SMT), Technical Advisors and other staff, develop and implement a communications plan for the WWF CAR office;



together possible.

- Identify local, regional and international opportunities to showcase Dzanga-Sangha, Ngotto and WWF's conservation approach, including but not limited to community development, eco-tourism and primate habituation programme.
- Develop an engagement strategy for government officials in Bangui, mainly to further develop collaboration in the Ngotto Forest programmes.

Media relations

- Creates and develops close and continuing relations with journalists, editor and other media producers for the purpose of communications for conservation;
- Responsible for arranging and accompanying local and international press trips to the Dzanga-Sangha protected Areas, the Ngotto Forest programmes and WWF's activities in and around these areas, including organizing visits for local and foreign journalists.
- Trains key programme people in different communications skills, eg. communicating to the press effectively.
- Leads on the development of reactive statements to media request and Q&As in close collaboration with the Regional office for Africa and the WWF-International media unit as needed.
- Pitches appealing stories with a news angle to relevant media

Communications

- Provides appealing stories to the WWF Network and donors on a regular basis
- 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 platforms 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 Ngotto as well as its wildlife and people
- Sets up and implements a social media calendar, creates social media packages for the WWF Network and interested donor offices.
- Acts as a communications focal point for WWF Central African Republic within the WWF Network.
- Participates in monthly Africa community of communicator's communications calls and other relevant network coordination calls
- Leads on the organization of WWF campaigns such as Earth Hour in CAR as prioritized with SMT in CAR.

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 7-year relevant experience as a Communications and Media lead preferably in the NGO sector in Africa



together possible.

- 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;
- Excellent interpersonal skills;
- Written and verbal communication skills in both French and English is an important requirement. Additional local languages would be an advantage;
- Flexibility with ability to balance competing priorities;
- Understanding of the wider strategic context, both internally and externally;
- Able to demonstrate a range of communication skills to suit a wide range of stakeholders;
- 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 to the field
- Adhere to WWF's values: Integrity, Collaboration, Courage and Respect.

IV. Working Relationships

Internal: WWF CAR Country Coordinator, WWF CAR SMT, WWF partner offices, communications units 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 and Ngotto area and in Bangui, service providers for specific communications tasks, counterparts in relevant donor offices, journalists.

V. How to apply

Interested candidates should prepare and submit: a cover letter; a curriculum vitae to the following address: e-mail: recruitment@wwfcar.org either drop off at the WWF-RCA offices in a closed envelope clearly indicating in the subject line " **Application for the position Senior Communications Officer** » at the latest **June 30, 2022 at 5:00 p.m. Precise** .

PLEASE note that only shortlisted candidates will be contacted.

WWF is an Equal Opportunity Employer and is committed to a diverse workforce!



together possible.