



## **WWF ADRIA SENIOR PUBLIC RELATIONS AND PUBLIC ADVOCACY OFFICER**

**Reports to:** WWF Adria Communications and Individual Fundraising Director

**Location:** Croatia, Zagreb

**Starting/ending:** March 2023 – March 2024

**Engagement:** Full time position, fixed term contract

WWF is one of the world's leading non-governmental and non-profit organizations for nature conservation. WWF has been established in 1961, and has representative offices in over 100 countries across the globe and approximately 7000 employees. The organization is proud of its supporters of over five million people.

WWF Adria is representing WWF within the countries of Western Balkans with approximately more than 40 employees. It operates through a WWF Adria office in Zagreb (Croatia), WWF Adria-Serbia office in Belgrade, and partner organizations and consultants within the rest of the region. To implement its conservation goals WWF Adria operates in the structure of different programmes (Marine, Freshwater, Protected Areas & Governance and Wildlife) which are contributing to protection of different ecosystems or to the improvement of governance of protected areas within the Protected Areas & Governance Programme.

As an international organization, we support a working environment of diversity based on justice and mutual respect. We therefore welcome every application - regardless of ethnic, social and national origin, gender, religion, age, disability, sexual orientation, marital status and political views.

**Mission:** The Senior Public Relations and Public Advocacy Officer is responsible for managing and executing the organization's public relations and public advocacy strategies to advance the organization's mission and goals.

### **Major Functions:**

- 1) Develops and implements effective public relations and public advocacy strategies and activities that raise awareness, increase visibility and generate support for the organization and its key campaigns, policy objectives, and income generation targets. This includes positioning and promoting WWF Adria at key events, as well as formulating and executing public advocacy events on behalf of WWF Adria.
- 2) Develops public advocacy and public relations plan including strategy, goals, budget, reports and tactics. This includes developing, maintaining and managing media relations strategy and

interacting on a daily basis with print, broadcast and online media with a view to promote WWF Adria and influence editorial practices and decisions.

- 3) Supports WWF Adria Director of Communications and Individual Fundraising in developing and implementing WWF Adria overall communications, visibility and fundraising strategy.
- 4) Supports WWF Adria policy team to effectively promote key policy asks and policy efforts.

#### **Major Duties:**

- Manage media relations and respond to media inquiries, including identifying media opportunities, with an aim of securing high presence and visibility of WWF Adria in all main media outlets. This includes proactively placing WWF Adria in media and securing interviews and media appearances for WWF staff;
- Develop and implement WWF Adria public advocacy and public relations strategy, developing tools and plans, budget and reporting. Manage budgets and resources related to public relations and public advocacy activities;
- Write and edit a variety of materials, including speeches, op-eds, articles, and reports, to effectively communicate the organization's messages and positions.
- Plan and execute public events and speaking engagements to promote the organization and its work and generate influence. Actively seek opportunities for strategic partnerships that can contribute to generating higher visibility of WWF Adria and securing influence for WWF Adria. Events organization: conferences, panels, presentation of new products, fair events, and moderate it;
- Represent the organization in meetings and events with external partners and stakeholders;
- Develops and implements crisis communications strategies as needed;
- Leads engagement, influencing and negotiating with external stakeholders/media. Builds and maintains relationships with key stakeholders, including media outlets, government agencies, NGOs, public institutions, academia, donor community, influencers and community groups;
- Collaborate with the communications and campaigns teams to develop and implement integrated communications strategies that support the organization's campaigns and initiatives;
- Stays current on developments in the field and developments in the region. Stays informed about environmental issues and emerging trends, and proactively seeks out opportunities to advance the organization's mission and goals;
- Performs other activities at the request of the Director of Communications and Individual Fundraising or WWF Adria CEO.

#### **Skills:**

- Bachelor's degree in a relevant field, such as communications, journalism, public affairs, etc. and minimum of 5 years of senior professional experience in public relations, public advocacy, with a track record of success in advancing organizational goals.
- Demonstrated track record in media relations
- Demonstrated skills in designing and executing crisis communication strategies- preferable.
- Excellent written and oral communication skills, with the ability to write compelling and effective messages and materials.
- Broad knowledge of the geography, societies, economies, politics and pertinent issues related to climate change, sustainable development and biodiversity loss in our region.

- Experience using social media and digital communications tools to reach target audiences and promote messages.
- Proven ability to cultivate a wide social, media and institutional network of contacts

#### **Competencies:**

- Excellent team work skills and strong interpersonal and relationship-building skills, with the ability to effectively engage with a variety of stakeholders across different sectors and backgrounds.
- Good interpersonal and organizational skills, including self-motivation and an ability to initiate actions and to follow through to satisfactory completion.
- Ability to work independently and as part of a team, with strong project management and organizational skills.
- Fluency in English is required.
- A good level of computer literacy.
- An ability to work under pressure and meet deadlines.
- Understanding and applying WWF social and environmental safeguards.
- Aligning with the core values of the WWF: courage, collaboration, respect and integrity.
- Demonstrates WWF behavior in ways of working: strive for impact, listen deeply, collaborate openly and innovate fearlessly.

#### **Information and procedure**

Are you interested in this position and do you recognize yourself in the above profile? This process of selection we are realizing with Profesio Agency and you should express your interest until March 12th 2023 by sending an e-mail with motivation letter and CV in English with list of two references to [Jurja.Prpic@profesio.hr](mailto:Jurja.Prpic@profesio.hr)