

JOB DESCRIPTION

Position: Communication Officer

Programme: Regional Forest Programme

Reports to: Regional Forest Programme Coordinator

Supervises: None

Location: Dar es Salaam

Grade: A2

I. Background

The Eastern Africa Sustainable Forest Programme builds on foundation laid out by the Terrestrial Programme under the WWF's Coastal East Africa Global Initiative (CEA-GI) that was implemented between 2010 and 2015. Sustainable Forest Programme seek to strengthen regional coordination and collaboration and scale-up regional interventions by working more closely with Regional Economic Commissions (RECs). The programme works in 5 countries Kenya, Uganda, Tanzania, Madagascar and Mozambique with the focus to address illegal trade in timber and embrace regional collaboration among countries to improve forest governance.

II. Main Task

Under the technical guidance of Communications Manager and Regional Forest programme coordinator; the Communications Officer will be responsible for ensuring the delivery of outputs under the East Africa Regional Forest Programme that are related to awareness-raising, communications and capacity strengthening in general; facilitating sharing knowledge and increase the programme visibility in the member countries and other relevant stakeholders on issues relating to illegal trade in timber, forest governance and climate change adaptation and mitigation.

III. Specific Tasks

The Incumbent will work closely with the Regional Forest Programme coordinator to execute the following tasks:

- Ensure that relevant program materials such as Human Interest Stories, donor reports, proposals, factsheets, infographs etc. are developed and disseminated to donors and target groups through relevant media and network channels. The Communications Officer will

assist WWF member countries in the proposal development stage to identify appropriate communication activities for the projects.

- Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web etc.) in 5 member countries to increase coverage of conservation issues in the media (print, broadcast and digital). Specific activities may include:
 - Draft and edit articles, press releases, human interest stories and other advocacy/information materials.
 - Collaborate with the media by organizing project country visits; facilitate photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
 - Monitor and evaluate the use and effectiveness of media materials. Maintain a library of media coverage, clippings etc.
 - Provide content for WWF Regional Forest programme blogs, TCO website and social media sites (Facebook, Twitter, Instagram and YouTube etc). Monitor content on line and provide guidance and reactions and responses whenever needed. Ensure that the programme makes the best use of technology for key communications activities (e.g. content development for web sites & intranet development, social media and online marketing).
 - Ensure timely and quality production of advocacy and branding materials such as periodicals, annual and donor reports, supplements, calendars, briefing notes, Human Interest Stories, picture stories, videos, etc. The Communications Officer will develop and archive communication materials, including digital, such as publications, press releases and clippings, photographs, audio-visual materials, web resources etc.
 - Events/campaigns: Assist in organizing and generating public support for special events and campaigns to promote strategic conservation goals. Support organization of workshops, seminars, campaigns, events and project review meetings including agendas and meeting minutes.
 - Identifying opportunities for press coverage around events and specific publications and working with colleagues to develop targeted media strategies, including drafting press releases and pitching op-eds.
 - Manage press inquiries and pursue opportunities for promoting the East Africa regional Programme in member countries.
 - Develop communications projects, budgets, and prepare progress reports timely as per WWF's reporting Standards.
 - Work collaboratively with fundraisers and programme staff to provide communications products that will support fundraising efforts for the East Africa Regional Forest programme.
 - Support Forest programme officers in member countries in identifying and documenting appropriate content for producing appropriate communications materials, stories, articles, audio visuals, presentations, radio and television programmes.

- Ensure production of good and quality reports (bulletin, Semi Annual and Annual Reports) of MFA Finland in collaboration with Regional Forest Programme Coordinator.
- Work under technical close supervision by TCO Communication Manager and Regional Forest Programme Coordinator in administrative matters.

IV. Profile;

Minimum Bachelor degree in Mass Communication, preferably with post graduate qualification in climate change, forest economics or forest biology .

- At least 5 years working experience in communication and media related to natural resources management initiatives, forest conservation and/or climate change adaptation and mitigation.
- Experience, training and knowledge in the field of communication and media related to forest conservation, protected area management will be a particular added advantage;
- Experience in climate change adaptation and mitigation, ecological and/or socio-economic monitoring or research, including of miombo woodlands, coastal forests habitats and/or household socio-economics, and/ or community knowledge, attitudes and practices etc. will be an added advantage;
- Experience of working with CSOs, CBOs, women and youth in Village Forest reserves, TFS and forest reserves within core protected areas such as national parks.
- Proven ability to work independently and deliver high quality, timely outputs; and with excellent interpersonal skills and good teamwork spirit;
- Experience in publication and design of project technical reports and preparing success stories;
- Willingness to participate in field activities and travel to remote areas within the East Africa region;
- A high level of computer literacy and knowledge of standard computer software packages such as MS Office (Word, PowerPoint, Excel and Publisher). Basic design and layout skills, Adobe and PageMaker are an added advantage. Demonstrated and extensive social media experience is an added advantage.
- A high level of oral and written fluency in both Kiswahili and English. Knowledge of French will be an added advantage

V. Working Relationships

Internal: Working closely with the East Africa Regional Forest programme in 5 countries; Tanzania, Kenya, Uganda, Mozambique and Madagascar and SADC region, Interacts and works closely and on a regular basis with the WWF TCO team,.

External: Liaising closely with relevant partners EAC, SADC CSOs and CBOs within EAC member countries (Tanzania, Kenya, Uganda) and SADC region (Madagascar and Mozambique).

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.