



## **TOR Communications Consultant (50% FTE) – employment contract also possible for Belgium based applicants.**

Start date: October 2020, nine month contract, extendable

### **Background**

The European Policy Office (EPO) communications activities aim to raise awareness of our EU policy priorities among key target audiences and to support WWF network global goals and campaigns at Brussels/EU level. The EPO communications departments is structured, staffed and interlinked with the programmatic objectives to guarantee maximal advocacy efficiency and effectiveness.

Water is essential for human life and a fundamental resource for our nature and our economy. However, freshwater ecosystems are the most threatened on the planet. In the EU, despite major improvements, only 53% of European waters were estimated to reach a healthy status by 2015, missing the target set under the EU's Water Framework Directive (WFD).

After the success of its #ProtectWater campaign in 2018-2020, resulting in the high water protection standards of the Water Framework Directive (WFD) being maintained, WWF EPO's advocacy work on freshwater will focus on having this legal framework properly enforced and implemented. Two topics will be particularly central: hydropower, and dam removal.

### **Role of communications consultant**

The consultant will support WWF EPO's communications and media engagement activities on freshwater, and specifically on a project on hydropower and dam removal.

This will entail the following tasks responsibilities:

- **Develop communication packages** to speed up the implementation of the EU Water Framework Directive/WFD with a specific focus on preventing the mis-use of exemptions of the WFD
- **Proactively identify and develop opportunities for media coverage on freshwater issues in Brussels**, mainly on the issues of dam removal, WFD enforcement, WFD implementation, and hydropower.
- **Organise media briefings, interviews and events**; monitor media coverage in Brussels/EU and Member State level on water management and freshwater biodiversity.
- **Editing work**: Draft, edit and proofread texts (articles, reports, speeches etc.) in a variety of styles and formats, especially for advocacy purposes; in particular: 2 reports on dam removal and WFD exemptions.
- Implement the last communications deliverables of WWF's project on hydropower.
- Create **communication material** (including copy for websites, social media content, marketing materials, press releases, fact sheets, articles, op-eds, reports) which support advocacy needs towards the EU institutions.

**Required skills and qualifications :**

- Excellent spoken and written English; additional EU languages an asset;
- At least 5 years of experience in working in communications and/or campaigning;
  - Understanding of nature conservation an asset; enthusiastic about working on freshwater issues;
  - Self-starter with lots of passion and creativity, and the ability to convey messages to diverse audiences in innovative and impactful ways;
  - Excellent written and verbal communication skills, including extensive experience in writing and editing texts of different styles tailored to different audiences;
  - Experience with audiovisual media and video editing an advantage;
  - Project management skills a plus;
  - Adhere to WWF's values: Knowledgeable, Optimistic, Determined and Engaging.