WWF-PACIFIC

JOB DESCRIPTION

Position title: Regional Communications Manager
Reports to: Director Pacific
Dotted line reports: Communications Director, WWF Asia Pacific
Supervises: Communications Coordinators, Communications Officers, Consultants
Location: Suva
Date: February 2022

I. Mission of the Department

- To develop, implement and drive Communications strategies for WWF Pacific (Fiji, PNG & SI);
- Ensure & maintain high-performing Communication units within WWF Pacific with alignment to the WWF Pacific’s Strategic Plan 2021 to 2025.

II. Major Function

The Communications Manager is a member of Regional Management team (SMT/RMT) and will:

- Develop and implement WWF-Pacific’s communications, campaigns and outreach strategies, policies, and procedures in order to promote the public and related stakeholders’ awareness and drive their behaviour change of conservation issues; ensure compliance with WWF International policies and procedures, particularly branding guidelines and other communication policies and procedures.
- Shape and deliver targeted, inventive external communications for WWF-Pacific that catalyses change, strengthens the brand, offers compelling stories, and provides opportunities and means for action; make sure WWF-Pacific’s vision, mission, goals and values are embedded in staff’s philosophy and actions.

III. Major Duties and Responsibilities:

- Serve as a member of the Regional Management team providing strategic input in support of WWF-Pacific.
- Develop, implement and manage the Communication’s strategy and annual work plan for the Pacific Program Office (PPO) to support the achievement of the organisation’s conservation objectives and to ensure their attainment and delivery of plans and objectives.
- Exploit and promote rigorous communications planning approaches, tools and guidelines, and communicate the communications action plan to all staff to assist effective implementation.
- Develop and manage the Regional Communications annual budget to ensure WWF-Pacific’s Communication Programme has all the required resources to meet its objectives within agreed financial parameters.
- Lead, develop and coordinate implementation of communication plans with other WWF regional offices, regional programmes, practices and initiatives.
• Lead the development and execution of communications strategies and work plans of the corporate/major donor funded projects/programmes.
• Lead and manage monthly and quarterly donor WWF-Pacific updates.
• Provide the strategic direction for the delivery of online communications, ensuring social media channels are effectively managed and exploited to support the country communications strategy.
• Monitor online traffic, metrics and analyze results to continuously improve performance.
• Write and/or review and sign-off copy and design for all WWF-Pacific’s publications and print media, controls the process for the production of publications to ensure that they are accurate and are produced to the required standards of WWF and branding guidelines.
• Provide the strategic direction for the development and implementation of an internal communications system to ensure that staff of WWF-Pacific are communicated with office’s activities, achievements, and changes.
• Be the direct line manager of Communications Coordinators, Communication Officers by reviewing individual work plan, managing performance, providing induction, training, coaching, mentoring and advice to ensure that they are appropriately motivated and trained and that they understand and carry out their responsibilities to the required standards, and encourage them to provide initiatives on a daily basis.
• Provide comprehensive advisory and technical guidance to managers and staff on all aspects of communications and in relation to their dealings with the media to promote the public profile of the organisation, and in other aspects of communications.
• Provide strategic direction for mass media partnership building and risk management to strengthen public outreach of the WWF-Pacific and monitoring of media responses and actions to conservation.
• Track WWF brand awareness among constituencies. Evaluates branding strategies on the basis of relevance and effectiveness.

IV. Profile:

Required Qualifications and Experience
• Bachelor’s degree in Communications, Marketing, PR or in relevant fields.
• 7 years of applied experience in similar communications, PR or marketing role in international organizations or in these fields, and experience in Oceania is preferable.
• Over 5 years of work experience in working with public, CSOs and private sector stakeholders on conservation and/or sustainability, including significant project management experience.
• Staff supervision and program management involving more than one team
• Digital marketing knowledge with understanding of social media platforms in Pacific.
• Familiarity with conservation and natural resource management issues.
• Proven success record in advocacy / change communications.
• Extensive relations with the media and creative agencies.

Required Skills and Competencies
• Leadership and management skills; People management, coaching, mentoring and capacity building/development.
• Strategic thinking; diplomacy and discretion.
• Problem solving, management of conflict and risk.
• Ability to work under pressure.
• Excellent presentation, communications, and public speaking.
• Influencing & Networking skills
• Fluency in written and spoken English.
• Clearly demonstrate behaviors aligned to the culture of WWF: Strive for Impact, Listen Deeply, Collaborate Openly and Innovate Fearlessly
• Identify and align with the core values of the WWF organization: Courage, Integrity, Respect & Collaboration.

V. Working Relationships

Internal
WWF-Pacific: interacts on a regular basis with Regional Management Team, Communications team, Major donor and corporate partnership managers, and other WWF Pacific staff.
**WWF Network:** coordinates and interacts with WWF-Pacific Communications Team, other WWF network staff.

**External:** Works with donors, government agencies, related organisations, partners.

This job description covers the main tasks. Other tasks may be assigned as necessary according to organizational needs.

Approved by Supervisor: ___________________________ Date: ____________

Accepted by Staff member: ___________________________ Date: ____________