



*for a living planet®*

**WWF-Cambodia**

21, Street 322,  
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## **TERMS OF REFERENCE**

<b>Position title:</b>	Social Media Communications Intern
<b>Reports to:</b>	Communications Officer
<b>Supervises:</b>	N/A
<b>Period:</b>	6 months
<b>Location:</b>	Based in Phnom Penh

### **Background**

WWF, a world's leading environmental organization, was established in Cambodia in 1998, as a part of the WWF Greater Mekong Programme. Today, WWF-Cambodia is one of 5 Country Offices in the South East Asia region coordinating conservation efforts across Myanmar, Thailand, Lao PDR, Cambodia and Vietnam. WWF-Cambodia is working with local communities, the Royal Government at all levels, private sector, NGOs and many other conservation partners to protect biodiversity and natural resources in the Eastern Plains Landscape (EPL) and the Mekong Flooded Forests Landscape (MFF), globally recognised as home to many globally endangered species. WWF's mission in Cambodia is to ensure that there will be strong participation and support from all people to conserve the country's rich biological diversity.

### **I. Functions:**

WWF-Cambodia is looking for a young Cambodian enthusiastic talent who is passionate about the environment and conservation to join its communications and advocacy mission. Through this internship, the incumbent will be able to use skills and talents to tell stories and communicate on progress updates about the works that the local communities, WWF, the Ministry of Environment, Fisheries Administration, provincial authorities and other partners implement on the ground in the Eastern Plains and Mekong landscapes. The stories and updates that the intern will produce will be used to inform all relevant actors, donors, youth and the general public in Cambodia. The social media communications effort will help promote better knowledge and understanding about the environment and the need for preserving the Kingdom's forest and wildlife resources, maintaining the balance in nature in the face of climate change and preventing further loss of biodiversity for sustainable development. The roles of the intern are to develop social media stories and produce digital media assets in written, photo and video forms.

### **II. Duties and Responsibilities**

- ☐ Develop social media work plan(s), mainly for Facebook, Instagram and YouTube, under the guidance of the Communications Officer to be agreed for implementation in conformity with the digital directions of the Communications, Advocacy, Knowledge Management Department.
- ☐ Write social media posts and stories in English and Khmer languages covering most of the following topics: ranger and community forest/wildlife patrols, community forest and fisheries



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management, community livelihoods, women and youth in conservation, conservation innovation, WWF's events and advocacy action campaign.

- ☐ Work closely with the Media peer, Department's members and project staff to ensure timely, suitable, interviewing and corresponding multimedia assets are available for the social media and stories plans.
- ☐ Help take photos of events by or with the participation of WWF and/or other project activities in the Eastern Plains and Mekong landscapes.
- ☐ Assist communications officer other communications related tasks

### III. Working Relationships:

**Internal:** Working under the guidance of the Communications Office on daily basis and closely with other members of the Department and relevant project staffs.

**External:** Local people at community protected areas, local authorities, and members of NGO partners, local enterprises and private sector.

### IV. Requirements:

- ☐ Fresh graduate from or academic student with journalism, media and/or communications university in Phnom Penh or province
- ☐ Proven talent in storytelling and passion for social media communications, mainly for Facebook, Instagram and YouTube, about biodiversity and environment
- ☐ Knowledge of social media platforms, their uses and benefits, and/or digital insight analysis, as well as computer skill including Microsoft Office software and website.
- ☐ Active, fast learner and passionate individual, with willingness to take initiative and challenges
- ☐ Good interpersonal, communications skill and positive attitude (patient, reliable, hardworking)

### V. Job Competencies:

#### WWF Focus

- ☐ *Acts as a member of One WWF, placing higher priority on WWF's goals than own goals and anticipating the effects of own area's actions on others to ensure holistic WWF outcomes.*
- ☐ *Demonstrates WWF behaviours in way of working: Strive for Impact, Listen Deeply, Collaborate Openly, Innovate Fearlessly;*
- ☐ *Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging*



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