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## **JOB DESCRIPTION**

<b>Position Title</b>	: Country Communication Manager
<b>Reports to</b>	: Country Director
<b>Supervise</b>	: Two Communication Officer
<b>Location</b>	: Kinshasa
<b>Grade</b>	: B1

I. Mission of the Department: To ensure outstanding strategic promotion of WWF DRC Brand among different local, national, international and global audiences and within the WWF Network in support of the WWF Strategic Plan.

### II. Major Functions

- Ensure that the WWF- DRC produces and promotes strategic communication on its conservation programmes that are of the very highest quality and relevance to and to implementation of its Strategic Plan, in line with that of WWF – Regional Office for Africa Communication & Branding Strategy and WWF International overall Communications Strategy.
- Ensure that effective and strategic communication strongly supports resource mobilization from diverse partners and enhances WWF-DRC accountability to its stakeholders through support to the Monitoring and Evaluation and total conservation quality management.

### III. Major duties and Responsibilities

#### Effective Communication for Conservation Impact

- Works in close partnership with WWF DRC SMT and programme teams to develop and implement effective internal and external public relations & communications strategies for communicating WWF DRC conservation initiatives and enhancing organisational image, visibility and brand;
- Participates in developing, orchestrating and implementing strategic outreach programmes and campaigns to positively shape the thinking and public policy outcomes on conservation issues;
- Prepares talking points and speeches for the SMT in Conservation crisis management and or in international calls when appropriate (i.e. BBC, France 24 etc.)
- Develops and disseminates Information, Education and Communication (IEC) materials including print and electronic materials such as, logos, letterheads, newsletters, e-newsletters, banners, brochures; and annual reports to communicate WWF DRC's brand and conservation initiatives.

- Provides systematic support to WWF-DRC Landscapes in Donor's oriented communication and visibility (EU, KFW, CBFF, USAID, DGD, etc).
- Ensures effective management of WWF DRC's website and Facebook and ensures relevant and up to date content;

#### Strategic Partnerships & Media Relations

- Plays a leading role in building and strengthening the strategic partnerships and relationship with strategic partners, government ministries and departments, public and private sector coalitions, CSOs and other key stakeholders to shape and advance the WWF DRC position on conservation and related important policy issues;
- Designs and implements crises and media handling strategies and builds strong media relations with the organization;
- Takes a lead role in planning and organizing organisational events such as media briefs, seminars and conferences among others;
- Represents the organization in various platforms to promote WWF DRC's and the sector's position on important conservation and relevant public policy issues;
- Participates in developing and implementing WWF-DRC youth Programs and activities including an effective measurement and analysis approach for campaigns that will support prioritization of WWF youth activities and investments. (Organizing open days for the youth etc).

#### Management of Resources and Budgets

- Provides support to fundraising team in designing fundraising information as part of the wider resource mobilization strategy;
- Works with finance team to develop a cost-effective budget, schedule and tracking system for all communication programmes;
- Ensures prudent management and safety of communication assets and resources;

#### Leadership and People Management

- Provides leadership and supervises the communication team.
- Coordinates setting of both departmental work plans and staff performance targets and undertakes periodic performance appraisal for communication staff;
- Liaises with Human Resource function in carrying out staff training needs assessments and recommends training programs to address performance gaps; upgrade Conservation program staff to integrate important aspects of communication and act as focal point of communication in their respective areas.
- Perform any other duties as may be assigned.

#### IV. Profile

##### Required Qualifications

- Holder of an advanced university degree in Communications, Public Relations, Media Relations, or other related fields;

- Proven track record, and at least 7 years' experience (Preferably in DRC) in communications.
- Member of Public Relations Society of DRC;
- Understanding of institutional and legal framework in DRC as it relates to Press Releases (PR), media and communications issues;
- A good understanding of the realities of PR and communications for promoting conservation issues;
- Excellent desktop publishing and multi-media skills;
- Excellent Customer focus and communication skills;
- Strategy formulation and deployment skills;
- An understanding of, and vocational interest in environmental conservation, international development, NGO sector and other related fields would be preferred;
- Excellent proficiency in French, English (Fluency in Kiswahili and Lingala is an asset).

#### Required Skills and Competencies

- Excellent communication, interpersonal, organizational, analytical and research skills;
- Innovative, creative and willing to learn;
- Passionate about natural resource conservation in DRC and in Central Africa;
- Great team player and demonstrated ability to work and deliver by working across different teams and programmes;
- Visionary leadership in organisational branding;
- Adherence to WWF's values, which are: *Optimistic, Engaging, Determined and knowledgeable*.

#### V. Supervisory Responsibilities

The Communications Manager is responsible for the day-to-day supervision and management of all WWF DRC staff in the Communications Department. He/she will involve himself/herself as appropriate in the hiring, development, and evaluation of all WWF DRC staff in the Communication Department and ensure strategic growth and development of the Department.

#### VI. Working Relationships

*Internal:* interacts with the WWF DRC Country Director, Partnership and Fundraising Manager, Regional Communication Manager based in Yaoundé, WWF DRC Conservation Director and other Heads of Departments and WWF staff on a daily basis, and as required coordinates and interacts with WWF-ROA, WWF International, and other WWF Network staff.

*External:* Interacts with national governmental institutions, non - governmental organizations, academic institutions, the media, donors, specialists/consultants, and other stakeholders, in collaboration with the Country Director and RoA Communication Director.

WWF has a policy of competitive advantages for its staff. This position is open to candidates with or without family.

Prepared by the supervisor: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by employees: \_\_\_\_\_ Date: \_\_\_\_\_