Attachment 1: Terms of Reference

Background

The department Communications & Marketing is responsible for establishing and managing WWFs integrated communications, marketing and fundraising development in support of all WWF programmes in Africa. Working with colleagues across WWF Africa Offices and within the WWF Network, the department ensures that WWF is strategic, coherent, and compelling in its engagement of supporters, conservation partners, and all key audiences. The department needs further capacities to assure an effective communication of WWFs work in Africa and within African WWF offices.

Objective

Through the support of the Communications & Marketing department by financing a consultant communications manager the reputation of WWF in Africa can be enhanced and protected by influencing the opinions, alignment and understanding of key stakeholder groups as well as identifying and sharing communication best practices scaled at country, regional and global levels. This includes: Contributing towards the development of appropriate organizational internal and external communications infrastructure, Reputation surveying and management, Stakeholder relationship management; Digital strategy and content development to support conservation ambition and impact.

Responsibilities

- Production and dissemination of communications products for the regional office.
  - Africa monthly e-newsletter from the Africa Executive Director. The audience is internal to all staff, the network leadership team, Africa Stakeholder donor group, Africa leadership team, international board and development partners.
  - Africa Focus quarterly newsletter. The audience is internal and external through online subscription from the www.africa.panda.org. The content are high impact stories focusing inclusive conservation, beneficiaries (people) voice stories, and big on visual.
  - Africa Quarterly Snapshot. This is a glossy FSC certified paper product. With a spot light on select issues.
  - Africa Annual Report: The audience for this are mostly internal and donor partners for our work in Africa.

- Oversee the production of information materials, print and audio-visual for media, website, and other outreach activities, and act as practice leader for engaging entire program team in communications activities (internal and external) and build the technical competence of communications teams in Africa.