

Job Title: Communication Consultant

Type: Contract Basis

About the Organization

Wildlife Conservation Nepal (WCN), a non-governmental organization registered with the government of Nepal, is a not-for-profit organization established in 2002 with a vision to protect and conserve natural heritage and disseminate information on environmental and wildlife issues. WCN supports government agencies to protect natural heritage beyond protected areas, supports developmental aspects of conservation, provides environmental education, monitors illegal wildlife trade and poaching, and promotes sustainable alternative livelihoods for people living near ecologically important areas. Additionally, WCN prioritizes adaptation and mitigation to climate change in urban and rural settings, working in partnerships with organizations and line agencies throughout the country, establishing a broad network of cooperation on nature conservation with different stakeholders.

Job Overview

We are seeking a highly motivated and experienced Communication Consultant to join our project on **Circular Economy: Roots of Circularity (RoC)** - Introducing and Integrating Circular Economy (CE) in Nepal. RoC is a project developed by Impact Hub Association, Austria, in collaboration with Wildlife Conservation Nepal (WCN) and Impact Hub Kathmandu based in Nepal. The project has a duration of 4 years and will focus on the Bagmati and Lumbini provinces of Nepal, with the primary objective of igniting a systemic shift in the Nepali policy, citizens, and entrepreneurial ecosystem to promote Circular Economy (CE) through education, communication, and policy discourses and exercises.

The Communication Consultant will be responsible for managing and enhancing the organization's communication efforts. The role involves developing and implementing communication strategies, managing media relations, and creating content that promotes RoC's initiatives.

As a Communication Consultant for RoC, you will play a crucial role in enhancing the organization's work by promoting its activities effectively as well as ensuring consistency in the organization's voice and branding across all communications. You will be responsible for developing and implementing communication strategies, managing media relations, and creating compelling content across various platforms. Your role will involve working closely with different departments to ensure coherent and consistent messaging, supporting campaigns, and promoting events. Your efforts will contribute to building a strong image of RoC's work and expanding its reach and impact.

Key Responsibilities

- **Communication Strategy Development & Implementation:** Lead the development, execution, and ongoing refinement of integrated communication strategies for WCN's *Roots of Circularity (RoC)* initiative. This includes identifying target audiences, defining key messages, selecting appropriate communication channels, planning short- and long-term campaigns, aligning communication efforts with program objectives, and adapting strategies based on monitoring results, stakeholder feedback, and emerging opportunities to effectively promote circular practices and systems change.
- **Communication Strategy:** Develop and implement effective communication strategies to promote WCN's *Roots of Circularity (RoC)* programs and activities.
- **Content Development:** Create compelling content for RoC and WCN websites, social media, newsletters, press releases, and other communication materials.
- **Media Relations:** Build and maintain relationships with media outlets, manage media inquiries, and coordinate press coverage.
- **Social Media Management:** Plan, manage, and monitor RoC and circularity-related social media channels to drive engagement and reach.
- **Campaigns & Events:** Design and execute impactful communication campaigns and events to raise awareness and encourage community engagement around circular practices.
- **Integrated Communication & Coordination:** Ensure strong internal communication and cross-team collaboration to align messaging with project goals; monitor and evaluate communication activities using clear metrics to inform continuous improvement; uphold brand consistency and integrity across all platforms; lead crisis communication efforts when required; and provide flexible support to evolving project-related needs of the Roots of Circularity initiative.

The candidate will facilitate internal communication to ensure project teams are well-informed and aligned. They will also be expected to monitor and evaluate the effectiveness of communication activities using clear metrics and feedback loops to inform strategy improvements. Close collaboration with various departments will be essential to ensure communication efforts are integrated with broader project goals. The candidate will develop and implement crisis communication strategies as needed to protect the project's reputation and messaging. Upholding brand consistency and integrity across all platforms will be a critical part of the role. Additionally, the candidate must be adaptable and willing to support other project-related activities, as required, in alignment with the evolving needs of the Roots of Circularity initiative.

Qualifications

- Minimum Bachelor's degree in Communications, Journalism, Public Relations, Environmental Science, or a related field.
- At least 3 years of experience in a communications role, preferably within the non-profit or environmental sector.
- Exceptional writing, editing, and proofreading skills.
- Strong knowledge of social media platforms and digital marketing strategies.
- Experience in media relations and managing press interactions.
- Proficiency in graphic design and multimedia content creation is a plus.
- Excellent organizational and project management skills.
- Ability to work collaboratively in a team and manage multiple projects simultaneously.
- Fluency in English and Nepali, both written and spoken.

Personal Attributes

- Passion for environmental conservation and sustainability.
- Creative thinker with the ability to generate innovative communication ideas.
- Strong interpersonal and networking skills.
- Detail-oriented with a commitment to producing high-quality work.
- Adaptability and resilience in a fast-paced work environment.

Application Process

Interested candidates should submit a resume, cover letter, and a portfolio showcasing relevant work to mailwcn2002@gmail.com with the email subject: RoC Communication Consultant Application.

Applications will be accepted until December 31, 2025, and interviews will be scheduled for shortlisted candidates.

Wildlife Conservation Nepal (WCN) is an equal opportunity employer committed to diversity and inclusion. We encourage individuals from all backgrounds to apply.