

Terms of Reference (ToR) for Communication Officer

Job Title: Communication Officer

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 Officer 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 Officer 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 WCN's initiatives.

As a Communication Officer 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, positive image of WCN and expanding its reach and impact.

Key Responsibilities

- **Communication Strategy Development:** Develop and implement effective communication strategies to promote RoC & WCN's mission, programs, and activities.
- **Content Creation:** Produce engaging content for RoC & WCN's website, social media, newsletters, press releases, and other communication materials.
- **Media Relations:** Build and maintain relationships with media outlets, respond to media inquiries, and coordinate press coverage.
- **Social Media Management:** Manage RoC & WCN's social media accounts, including content planning, posting, and monitoring engagement.
- **Campaigns and Events:** Plan and execute communication campaigns and support the promotion of WCN's events and initiatives.
- **Internal Communication:** Facilitate effective internal communication to ensure staff are informed about organizational updates and initiatives.
- **Monitoring and Evaluation:** Track and analyze the effectiveness of communication efforts, using metrics to improve strategies.
- **Collaborative Projects:** Work with various departments to align communication efforts with organizational goals and objectives.
- **Crisis Communication:** Develop and implement crisis communication plans to manage and mitigate negative publicity.
- **Brand Management:** Ensure consistency and integrity in WCN's branding and messaging across all communication channels.
- **Support WCN:** Support WCN in execution of its various activities not limited to what is prescribed above.

Qualifications

- 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 Officer Application.

Applications will be accepted until December 10, 2024, 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.