

Job Title: Communication Specialist
Type: Consultant

About the organization

Wildlife Conservation Nepal (WCN), a non-governmental organization registered with the government of Nepal, is a not-for-profit organization. It was established in 2002 with a vision to protect and conserve natural heritage and disseminate information on environment and wildlife issues.

WCN supports government agencies to protect natural heritage beyond protected areas, support in the developmental aspects of conservation. Environmental Education, monitoring illegal wildlife trade and poaching, and promoting sustainable alternative livelihood to people living near ecologically important areas including adaptation and mitigation to climate change in urban and rural settings has been a priority of WCN. WCN has been working in partnerships with organizations and line agencies of the government throughout the country by establishing a broad network of cooperation on nature conservation with different stakeholders.

Job Overview:

We are seeking a highly motivated and experienced Communication Specialist 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 Wildlife Conservation Nepal (WCN) and Impact Hub Kathmandu based in Nepal. The project has a duration of 4 years and will be focusing 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.

WCN will carry out a combination of activities to strengthen civil society and interventions to build the capacity of the entrepreneurial ecosystem in the CE sector. WCN will also engage with educational institutions to offer a holistic approach that can support an effective shift of paradigm in the medium-long term.

As a Communication Specialist for RoC, you will play a pivotal role in developing and executing communication strategies to raise awareness, engage stakeholders, and promote the principles and benefits of circular economy practices. The successful candidate will have a strong background in communication, sustainability, and environmental issues, with a focus on conveying complex concepts in a clear and compelling manner.

Key Responsibilities:

1. Strategy Development:

- Collaborate with project stakeholders to develop comprehensive communication strategies aligned with the goals and objectives of the circular economy project.

- Identify key target audiences and tailor communication approaches to effectively reach and resonate with diverse stakeholders.

2. Content Creation:

- Develop clear and impactful messaging to communicate the principles and benefits of circular economy practices for different stakeholders.
- Create engaging content for various channels, including press releases, social media, website, newsletters, and other communication materials.

Media Relations:

- Cultivate and maintain relationships with media outlets, journalists, and influencers to secure coverage of the circular economy project.
- Prepare and distribute press releases and respond to media inquiries in a timely and professional manner.

Stakeholder Engagement:

- Work closely with internal and external stakeholders to ensure consistent and coherent messaging across all communication channels.
- Organize and facilitate communication workshops, events, and initiatives to foster engagement and collaboration.

Digital Marketing:

- Manage and optimize digital communication channels, including social media platforms and the project website.
- Utilize analytics to track the impact of digital communication efforts and make data-driven recommendations for improvement.

Monitoring and Reporting:

- Monitor media coverage and public sentiment related to the circular economy project.
- Prepare regular reports on communication activities, outcomes, and recommendations for improvement.

Qualifications:

- Master's degree in Communication, Public Relations, Environmental Science, Sustainability, or a related field.
- Proven experience in developing and implementing communication strategies for environmental or sustainability initiatives.
- Excellent verbal and written communication skills, with the ability to convey complex information in an accessible manner.
- Strong interpersonal skills and the ability to collaborate effectively with diverse stakeholders.

- Experience in media relations, including writing press releases and managing media outreach.
- Proficiency in digital communication tools and platforms.
- Knowledge of circular economy principles and sustainability issues is highly desirable.

Personal Attributes:

- Passion for sustainability and environmental conservation.
- Creativity and innovation in communication approaches.
- Strong organizational and project management skills.
- Ability to work independently and as part of a team.
- Flexibility and adaptability in a dynamic work environment.

Application Process:

Interested candidates should submit a resume, cover letter, and a portfolio showcasing relevant communication materials they have developed to mail@wcn.org.np WITH THE EMAIL SUBJECT : RoC COMMUNICATION SPECIALIST.

Applications will be accepted until March 20, 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.

