Job Announcement

COMMUNICATIONS AND ADVOCACY MANAGER WETLANDS INTERNATIONAL

Position: Communications and Advocacy Manager

Reporting to: Chief Executive Officer

Responsible for: Four communications officers in headquarters

Location: Headquarters in Ede, Netherlands

Salary: Circa €5,000 gross /month, negotiable depending on experience

Background:

Wetlands International (www.wetlands.org) is dedicated to maintaining and restoring wetlands, for their environmental values as well as for human well-being. We work through a global network of offices, together with many partners and collaborators. We have set out ambitious goals and targets for 2011-2020 and are on a trajectory of growth in terms of our organisation and our impact. The issues we deal with in connection with wetlands – biodiversity, livelihoods, water, climate, disaster risk reduction and greening the economy – bring us into contact with a diverse range of stakeholders. Effective communications and advocacy is at the heart of our work, supporting projects and policy developments.

The external environment in which Wetlands International works is highly dynamic and bridges the environment and development sectors. There are growing opportunities for the organisation to be influential and we seek also to bring about global change through connecting our experiences and potentials in different countries and regions – and by working strategically with partner networks. We are seeking a creative and strategic manager to help maximise the impact of the organisation, overseeing the implementation of the brand strategy and guiding both formal and informal aspects of communications. By supporting the CEO, managing a small team of professionals, providing input to the

development of policies and projects across the network, the position will enhance Wetlands International's influence and increase our visibility and impact.

Overall purpose of the job

To lead Wetlands International's strategic development and actions on communications and advocacy.

Working relations

INSIDE Wetlands International:
All headquarters staff, but primarily the CEO, other Communications and Advocacy staff, the Policy and Strategy team, Resource Development Manager, technical staff, Heads of Office, communications and technical/ policy staff in other offices and members of the Supervisory Council.

OUTSIDE Wetlands International:
Partners and collaborators (NGO's, private sector), consultants and government representatives. Journalists and other media contacts.

Main duties

- Develop and lead campaigns that contribute to achieving our strategic goals
- Drive strategies that communicate with our existing and potential stakeholders
- Oversee and guide development and effective implementation of communications and advocacy strategies in major programmes and projects across the network
- Oversee and guide implementation and further development of our branding strategy ensuring consistent messaging and behaviours cross the network, increasing our brand recognition and the value of our brand
- Prioritise, develop and take part in implementation of communications events, campaigns and activities – according to programmatic priorities and opportunities;
- Coordinate media outreach, develop and maintain media networks for the headquarters and guide and support media activities in the network;
- Oversee design and content of the website and key global and project promotional materials;
- Oversee the work of other communications and advocacy staff in the headquarters and nurture the development of a global, inter-office communications team.

Candidate profile

The successful candidate will need:

- Initiative, personal drive and resourcefulness
- Advanced strategic planning, team management and reporting skills
- A strong track record in successfully delivering communications strategies in the field of environment and sustainable development
- Ability to identify key stakeholders and develop productive, collaborative relationships
- Relevant experience in journalistic writing/ reporting and building advocacy campaigns via traditional Ability to engage others, demonstrating networking, influencing and negotiation skills
- Experience in strategic use of social media
- Experience in NGOs and of working with a range of sectors and cultures
- Positive entrepreneurial and facilitative leadership style
- High standards of presentation

Essential skills and experience required

- University degree (postgraduate or master's degree desirable)
- At least 10 years of working experience in journalism, communications and/or advocacy with relevant experience in an international environment;
- Working experience within media outlets is essential. Experience in graphic design would be desirable.
- Sound experience placing issues in both media and political agendas with a solid understanding of global media issues.
- Working experience in policy advocacy in relevant forums and a sound knowledge of networking and addressing information to diverse stakeholders.
- Demonstrated track record in writing and editing articles and reports for different audiences;
- Sound experience on the strategic use of social networks for communications and campaigns
- An excellent command of written and spoken English; other languages (particularly Dutch and other languages like French and Spanish) a plus
- Relevant management experience
- Excellent computer literacy skills

- Understanding of current environmental and sustainable development issues and opportunities, especially those related to water and climate change
- A sound commitment to Wetlands International's mission

To apply

To apply for the post, please send a letter of application stating the skills and approach that you would bring to the post along with your CV/resume (no photos) in English in strict confidence BY EMAIL ONLY to Isabel Leal at rrhh@darylupsall.com. Applications sent by other means will not be considered.

Please ensure that they are sent as Word documents with the titles "*your name* cover letter" and "*your name* CV". Please put "Wetlands Comms Manager" in the email subject line and state how you came across about the job announcement.

Deadline for applications: Monday 5 July 2012 at 23h00 CET