

JOB DESCRIPTION

Job title: Communications Manager (Brand)

Reports to: Senior Communications Manager

Department: Brand Communications

Division: Communications

The mission of WWF is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- reducing footprint and wasteful consumption.

Although well-known and respected for the first of these - the area of biodiversity conservation - WWF aspires to be recognised for the whole of its mission.

Job context

WWF's reputation and brand are well-known worldwide and essential to our success as a leading conservation organisation. Our current strategy is based on safeguarding the natural world, changing the way we live and tackling climate change, a subject which is currently high on the agenda for the public, business and government.

The Brand Communications team creates and delivers communications and PR strategies to inspire support for its mission, working across the organisation to improve visibility, awareness and understanding of WWF with all audiences.

Team members are responsible for safeguarding and promoting WWF with internal and external audiences, for cross-divisional message consistency and maximising integrated communications and PR opportunities.

Job purpose

To develop and implement a portfolio of communications programmes and projects, contributing to the successful delivery of the Brand team's objectives and the strategic priorities of the Communications Division - to raise visibility, awareness and understanding of WWF.

Dimensions

- Reports to a Senior Communications Manager
- Coordinates multi-disciplinary teams of WWF staff and external consultants
- Budget responsibility for communications activities, as defined by project portfolio

- Line management of a Communications Executive if relevant. (For the Sky partnership, shared line management of the Communications and Research Officer.)

Principal accountabilities

- Working with colleagues to create and deliver communications strategies that help deliver our organisational, conservation and fundraising goals
- Developing and implementing plans for communications programmes and projects within agreed framework for messages, budget and timing
- Working effectively with colleagues from other divisions and teams as appropriate, to advise on and deliver effective communications and publicity projects
- Liaising with external contacts and corporate partners to ensure all activities are brand-compliant, effective, measured and raise the profile and influence of WWF
- Supporting external message management across all our audiences, ensuring we maximise all opportunities to raise WWF's profile and understanding
- Ensuring all activity is evaluated and informed by brand tracking and research
- Proactively seeking new ways to engage and influence our target audiences, particularly the general public
- Working with colleagues in Scotland, Wales and Northern Ireland to ensure aligned communications activities for the UK
- Liaising with WWF-International colleagues as appropriate
- Undertake Communications Leads role as assigned/relevant (entails acting as first point of contact in Communications for a specific theme or project)
- Undertake any other task requested by the Head of Brand Communications.

Special features

The jobholder is responsible for coordinating external communications on major issues of importance to the organisation, including corporate partnerships. This should strengthen WWF's position as one of the key environmental NGOs as well as making WWF a first choice for public support. The role aims to move public perception from 'the panda' to what is 'behind the panda' – the whole of WWF's Mission and the full breadth of our work.

WWF-UK SUCCESS FACTORS

All WWF-UK staff are expected to demonstrate that they fulfil or can develop the skills, knowledge and behaviours that comprise WWF-UK's success factors. In summary, these include:

- **Getting the big picture:** doing what is best for the organisation as a whole by thinking and acting in line with WWF-UK and WWF Network strategic.
- **Achieving results:** knowing what must be done and successfully delivering, helping others along the way.
- **Working together:** collaborating across teams, divisions, the WWF Network and with partners for greatest impact.
- **Managing self:** managing thinking, emotions and communication for personal effectiveness.

Person specification

- Significant experience delivering communications in a corporate, consultancy or major NGO team
- Experience in media relations in an agency or in-house team
- A sound knowledge of the marketing communication mix and an interest in new media channels such as social media
- Experience in a key role in successful brand-building/promotion or advocacy campaigns
- Experience in working with external partners including commercial organisations, with strong account and relationship-handling skills
- The ability to anticipate PR opportunities and to be able to devise and deliver imaginative communications plans to influence change
- Experience in communicating to UK media and audiences, including the public
- A clear strategic thinker with the ability to recognise and focus on priorities in a multi-tasking environment
- Experience of planning and project budgeting
- Excellent written and oral communication skills
- An understanding of brand/reputation issues
- Effective negotiating and influencing skills
- Some experience of staff management
- Understanding of measurement and evaluation techniques, including market research
- A positive approach to problem solving, with a team-player approach

Desirable

- Experience of working in a fundraising environment
- A relevant degree or equivalent relevant experience
- An interest in and commitment to environmental and conservation issues
- Experience in working in an international liaison role.