

JOB DESCRIPTION

Position title:	WWF Adria-Serbia Project Officer (communications)
Reports to:	Climate Pact for Impact Project Manager
Location:	Belgrade, Serbia
Starting:	December 2019
Engagement:	100% staff time

WWF is one of the world's leading non-governmental and non-profit organizations for nature conservation. WWF has been established in 1961, and has representative offices in over 100 countries across the globe and approximately 6200 employees. The organization is proud of its supporters of over five million people.

WWF Adria is representing WWF within the countries of ex-Yugoslavia and Albania with approximately 50 staff. It is operating through a WWF Adria office in Zagreb (Croatia), WWF Adria-Serbia office in Belgrade, and partner organizations and consultants within the rest of the region.

I. Project "Climate Pact for Impact" description

The project "Climate Pact for Impact" has been designed to connect various parts of society, sectors, knowledge platforms and know-hows. An intervention logic has been conceptualized in order to achieve the project goal. It includes the following components:

1) education, 2) awareness, 3) collaboration and partnerships with the business community.

Climate change is a rapidly growing threat for society and ecosystems at large. Future climate change is a serious risk to poverty reduction and through its impacts on the environment and social and economic well-being could critically undermine efforts for building resilient community and natural ecosystems in Serbia. In Serbia people have a low-level of understanding of the climate change topics and this lack of public awareness is translating to low levels of public pressure to ensure that natural resources are used sustainably, and climate change impacts are considered properly. Major obstacles for the development of participatory climate change programs are the lack of institutional awareness, willingness or coordination, as well as human capacity and funding opportunities.

Therefore, this project will focus on education, raising public awareness and capacity building about climate change, and the importance of considering both mitigation and adaptation in decision-making for the long-term sustainable development of the society. Key issue to address is to increase understanding and enable the public to participate in initiatives and activities aimed at adapting to climate change.

Project implementation period is December 2019 – December 2021.

II. Major Functions:

- Implements project activities according to workplan;

- Leads development and implementation of project's communications strategy;
- Development and implementation of campaigns on Climate Change for citizens awareness and youth engagement, in alignment with WWF Adria communications plan;
- Supports project monitoring and reporting;
- Maintains and develops partnerships and stakeholder engagement according to workplan;
- Supports internal communications related to project's work (bulletins, workplace, newsletters);
- Supports fundraising in accordance with WWF Adria conservation strategy (focusing on climate change priorities).

III. Scope of duties:

- Implementation of the project "Climate Pact for Impact":
 - ❖ Support the development and practical implementation of communication activities for the project;
 - ❖ Writing/editing/translating communications materials: articles, interviews, news, presentations, different project publications;
 - ❖ Responsible for planning and organizing communication/promotion/media events at local and national level;
 - ❖ Lead and support the development of communications products, including gadgets, project web page and social media, on-site boards and other visibility items;
 - ❖ Monitoring and evaluation of communications activities and achievements;
 - ❖ Support the development and maintenance of media relations and partnerships for project, with emphasis on media/journalists interested in climate change;
 - ❖ Promotes WWF Adria-Serbia work through the main media channels: written, radio, TV, internet;
 - ❖ Supports the development and maintenance of relations with PR and communications multipliers, including advertising/PR agencies, polling agencies, and advertising placement companies;
 - ❖ Follows relevant events and potentially attends them in accordance with the project's needs;
 - ❖ Regular reporting on communication goals together with the project team;
 - ❖ Share good cases within the WWF Climate & Energy Practice communication team and with WWF network;
 - ❖ Seek and use opportunities to continue, upscale and replicate relevant communication elements of the project "Climate Pact for Impact".

IV. Profile:

Required Qualifications:

- Minimum: University degree in communications/journalism, humanities or related fields;
- Minimum 4 years of professional experience in journalism, public relations and related fields in Serbia;

- Proven skills and experience in organizing and coordination. Experience with campaigning is an asset.

Skills and Competencies:

- Basic knowledge of M&E systems at the project level and project administration (budgeting, administration procedures);
- Serbian native speaker and very good command of oral and written English are required;
- Creative thinking;
- Basic knowledge of the geography, societies, economies, politics and pertinent issues of climate change within the project's scope;
- Good teamwork skills;
- Good interpersonal and organizational skills, including self-motivation and an ability to initiate actions and to follow through to satisfactory completion;
- A good level of computer literacy, especially word-processing, budget and spreadsheet preparation, database record systems, electronic mail;
- An ability to work under pressure and meet deadlines;
- Understanding and applying WWF social and environmental safeguards.

Working relationships:

Internal – Works closely with project team in implementing project work-plan, collaborates with WWF Adria-Serbia administration, closely cooperates with WWF Adria's communications colleagues to ensure alignment of communications activities, and interacts with WWF Adria staff at all levels.

External – Interacts with project partners within the collaborative external context.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

To apply for this position, please send your CV in English, a motivation letter and list of two references with contacts by e-mail titled “Climate Pact for Impact Project officer (communications) vacancy application” to serbia@wwfadria.org by November 18th 2019 at noon. Only candidates selected for interviews will be contacted.