



Wetlands International, Africa Office

Reference: WI 1 MC 17

Title: Communications Manager (CM)

Starting Date: September, 2017

Reports To: Regional Director

Coordinates With: Project staff, HQ Communications Officers, Program and Project Managers, freelancers and contractors.

Staff Reporting: one communications assistant, task management of communication officers in other African offices

Base: Regional office, Dakar - Senegal

Background

Wetlands International is a global network that is dedicated to safeguarding and restoring wetlands for people and nature. We are driven by the knowledge that safeguarding and restoring wetlands is urgent and vital for water security, biodiversity, climate regulation, sustainable development and human health.

Operating in more than 20 countries, the organization has its head office, the Netherlands, an African regional office based in Dakar, Senegal and country offices in Eastern and West Africa.

Wetlands International Africa consists of a head office in Dakar, Senegal and country offices in Mali, Guinea Bissau, Kenya and project offices in several countries. In country offices we are able to implement our work on the ground.

Wetlands International Africa is launching two major initiatives in the Eastern and Western region:

1) Mangrove Capital Africa (MCA) program whose goal is to safeguard and restore mangrove ecosystems in Africa for the benefit of people and nature. The program starts in two deltas: the Saloum delta in Senegal and the Rufiji delta in Tanzania and will expand progressively in other sites.

2) The International Water Bird Census project (IWC): this project aims to strengthen networks for the conservation and monitoring of coastal water birds of West Africa and their key sites between Mauritania and Guinea-Bissau.

Purpose of the Position

The Communication Manager is responsible for implementing the regional communications strategy for the Africa in harmony with the Global Communications Strategy of Wetlands International. S/he leads the communication officers in different offices.

As a member of the Wetlands International Africa management team, the Communication Manager will provide leadership to a team of communication officers in the regional and country offices. She/he is responsible for guiding and supporting the Africa program in its communications function in accordance with the organization's overall goals and messages. The CM oversees the development of publications and outreach material, advocacy campaigns, and website maintenance with particular attention to the MCA and IWC programs.

Duties and Responsibilities

1. General communication and media

- Develop and implement a coherent and comprehensive communication strategy for Wetlands International Africa.
- Develop a yearly communication plan for the Dakar based regional office and coordinate communication activities across the region including communication protocols or guidelines for Africa.
- Develop a media strategy and a yearly media plan for the Dakar, Senegal office and work with other offices to develop a plan for different countries.
- Develop differentiated communication products for different audiences by creating content – in different formats: press releases, opinion pieces, success stories, videos, reactive line as necessary, etc.
- Represent Wetlands International Africa at regional, national and international events.
- Act a spokesperson when necessary.
- React in moments of crisis.
- Build and maintain strategic relationships with key stakeholders in different fields: media, other NGOs, donors, government officials, etc.
- Connect strategic people, events and opportunities with Wetlands International staff in Africa.
- Work in coordination with program managers and technical staff.
- Build capacity and mentor Wetlands International Africa staff and partners in proper communications guidelines
- Ensure branding and visibility of the Wetlands International brand by enhancing and reinforcing the corporate identity
- Facilitate knowledge management; collecting, reporting, sharing and storing information

2. Publications

- Lead the development, design and dissemination of communication tools
- Ensure coherent messages across all Wetlands International Africa
- Manage relationships with external contractors; follow through with production of materials ensuring they are compliant with Wetlands International branding guidelines and quality standards

3. Website & Social Networks

- Work and align with the global website editor
- Develop content for the website
- Periodic updating of web content and pictures

- Coordination of English / French translation
- Monitor analytics of specific communication tools promoted on the website
- Develop a strategy and a plan to use social networks in the region

4. Advocacy for policy change

- Work closely with the HO advocacy team to develop campaign strategies
- Develop an advocacy strategy for the Mangrove Capital Africa program and coordinate its implementation.

Expectation for the Position

The Communication Manager is passionate in environmental conservation and sustainable development. She/he has strong writing and networking skills and has experience in international teams. Her/His leadership and optimism are able to motivate the country offices and brings focus to their annual plans. She/he is able to work with the technical team and transform scientific content or complex information into simplified messages that can be understood by different target audiences.

Qualifications

Required

Education

- A Msc. Degree or equivalent experience in communications, marketing, journalism or related field

Experience and Core Competencies:

This is a senior level position and the post holder is expected to bring solid experience.

- 5 – 7 years of experience in communications, advocacy or campaigns.
- Ability to work effectively in a fast-paced environment.
- Excellent written skills.
- Excellent verbal expression.
- Experience in managing and leading design.
- Experience in leading and coordinating national and regional campaigns.
- Accuracy and strong attention to detail.
- Bilingual in French and English
- General understanding of characteristics of Western and Eastern Africa
- Willingness to travel if required
- Proficiency with relevant technology and software.
- Ability to prioritize and meet deadlines

Preferred:

- Exposure to international development and environmental programs.

Conditions:

The position is based in Dakar (Senegal) with frequent travel in the Western and Eastern Africa regions. Competitive salary and benefits will be commensurate with experience. Immediate availability is required.

To apply:

Send a cover letter stating your motivation for the position and a resume (maximum 4 pages in one document) detailing your experience in relation to the above areas, with the position and the reference in the subject line.

Email: hr@wetlands-africa.org

Application Deadline: 14 august 2017

Only selected candidates will be contacted