



WORLD WILDLIFE FUND, INC
WWF Paraguay
Terms of Reference

Position: Communications Manager
Supervisor: Country Office Director
Location: Asunción, Paraguay.
Date: May 2020.

I. Main responsibility: To lead, coordinate and implement WWF's communications and marketing programs, including public awareness, brand promotion and others. The Communications Manager provides communication and marketing advice to the directors of the program areas in order to achieve the positioning of their initiatives. Develop, review and keep in force the WWF Paraguay Comprehensive Communications Strategy and Plan

II. Specific obligations and responsibilities

1. To lead and supervise the communications team and consultants in charge of communication tasks, creating the conditions for the optimal performance of their team.
2. Support WWF Paraguay's Management in the key points of positioning the Organization in Paraguay.
3. Direct WWF's communications programs and advise each Program Director in the design of their communications strategies.
4. Design and implement the Strategic Communications Plan including clear, concise indicators and objectives, validated by the WWF Paraguay management team, including the Mission and Vision of the communications department.
5. Provide advice to each Program Director in the design of communication strategies according to their Strategic Plan.
6. Design and implement a brand positioning and public relations strategy for WWF at the national level, considering the regional guidelines for brand use and the country-level objectives of conservation and sustainable production.
7. Design a strategic plan and supervise the activities related to the coordination of the volunteer program at the local level.
8. Advise the Management team in specific situations that require a specific position on the part of the WWF Paraguay team.
9. Represent WWF Paraguay as a spokesperson if necessary.
10. Support in the elaboration of a plan to approach key actors in the public and private sectors.
11. Develop and implement communication strategies and campaigns for WWF Paraguay.
12. Act as the person directly responsible for all the communication campaigns and initiatives of WWF Paraguay, including the annual Earth Hour Campaign.



13. Lead the development, execution and monitoring of key events and products in collaboration with teams and colleagues inside and outside WWF, including tools for online actions and media, printed and audiovisual materials.
14. Establish and maintain working relationships with virtual, print, radio, television, publisher and columnist media communicators and with other influential and specialized media.
15. Facilitate dialogue with the media, and support positioning and preparation in conferences, presentations and individual meetings.
16. Liaison and promote a good relationship and give visibility to partner companies in the private sector.
17. Participate as a focal point and represent WWF in ecoregional initiatives related to the area of communications and public relations, regional and international related to Paraguay.

III. Supervising responsibilities

Supervises the Communications Officer, Media & Campaigns Officer, Volunteer Coordinator, Environmental Education Coordinator.

Work related interactions

a) Internal

- Permanent communication and articulation with WWF Paraguay's Country Director, managers and officers, when appropriate, to guide the development of communication tools.
- Permanent communication and integration with the members of the Communication team.
- Interacts with Communication departments of the WWF Global Network, especially WWF-LAC, WWF-US and WWF International.

b) External

- Interacts with governmental, non-governmental, community and private sector partner organizations.
- Interact with national and international media
- Interact with third parties for the development and realization of different communication product

V. Requirements

- Bachelor's in communication, Marketing, Journalism, Institutional Communication or related careers.
- Master's degree in the area of strategic communication or related, desirable but not required
- At least 6 years of experience in similar positions with supervisory responsibility
- Must have an advance English language level
- Excellent writing and editing skills (English and Spanish)
- Desirable intermediate domain of Adobe Suite
- Knowledge and experience in a wide range of communication tools
- Knowledge of social media administration



VI. Competencies

- Results oriented
- Team management
- Compliance with standards
- Technical and Professional Knowledge
- Adaptability
- Decision making and delegating
- Work Planning
- Initial Leadership
- Effective motivation
- Responsibility to evaluate the performance of other

Please send resume and cover letter indicating salary expectations to rrhh@wwf.org.py (Subject: Communications Manager) until COB June 15th, 2020.

For any clarification please contact Marian Alonso (malonso@wwf.org.py)