



Mahardika Rizqi Himawan/ Whale Shark Indonesia

Communications Executive, Conservation Leadership Programme (Parental Leave Cover)

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
FFI Vice-president

Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, make conservation relevant and base decisions on sound science. Founded in 1903, FFI is the world's longest established international conservation body; our conservation work, and impact, spans the globe.

Conservation Leadership Programme

FFI is a partner in the Conservation Leadership Programme (CLP), a hugely successful and long-standing programme that awards project funding and provides targeted capacity building (training, internships, mentoring and an active alumni network) to future conservation leaders from developing countries.

The mission of CLP is to support the next generation of leaders to better understand and conserve the natural world by building their professional skills and providing them with opportunities to advance in their careers.

Since 1985, CLP has been providing vital career stepping stones to an extensive network of almost 3,000 conservation practitioners who have delivered outstanding results, contributed to the advance of scientific knowledge and delivered practical actions to overcome threats to species and habitats. CLP alumni have discovered new species, started their own non-governmental organisations and used their results to designate important conservation sites. Their ongoing initiatives are also helping to monitor the state and health of the planet.

The Opportunity

FFI is seeking qualified candidates to provide parental leave cover for the CLP Communications Executive to coordinate all CLP communications work across a range of mediums. The successful candidate will be joining the team at a particularly exciting time for CLP, with the programme implementing a new strategy and beginning to work towards securing new funding opportunities. The position will involve being directly connected with conservationists (CLP alumni) who are delivering ground-breaking projects to save threatened species around the world. CLP alumni have delivered some exceptional results that have grabbed headlines in the past: they have discovered new species, started their own non-governmental organisations and used their results to designate important conservation sites. Working in a huge array of different countries and landscapes worldwide, CLP alumni are able to provide insights into the contexts and challenges of delivering conservation action on the ground. Using their active voice, words and vivid photos, you will ensure that their field updates and achievements are retold to a growing audience who want to help overcome threats to our planet.

We are looking for a self-motivated and experienced communications professional with a good eye for a story and excellent people and project management skills, with the ability to create compelling content targeted at different audiences. The successful candidate will help us manage our communications activity strategically to increase the visibility of CLP's work and promote its impact. You will source stories from CLP alumni and publish regular news items and blogs on CLP's website, and will build CLP's social media and online presence. You will develop case studies and other

content aiming to capture the attention and support of new partners, funding prospects and other stakeholders. You will do this independently for CLP but also constantly seek ways to make this relevant to the CLP partners: BirdLife International, FFI and the Wildlife Conservation Society.

As a good 'all-rounder' you will have previous experience of designing and implementing effective communications activities and creating content tailored for the full spectrum of communications channels, from online and social media to press and print. You will also have experience of developing communications strategies and growing an engaged following on social media. The successful candidate will have worked in a similar role in the past, possibly involving fundraising and/or marketing, and will ideally have an interest in biodiversity conservation, environmental issues and capacity development. You will have excellent relationship management skills in order to work across this partnership programme and will enjoy working with people from different countries and cultural backgrounds. Some international travel may be possible.

You may have previous experience in the environmental sector, capacity building and / or grant management and a keen interest in conservation and supporting early-career professionals.

In return, the role offers the opportunity to work within an international, impactful and ground-breaking organisation, at the forefront of global conservation. In addition, FFI offers a generous pension contribution, attractive annual leave allowance and life insurance.

Our offices are located in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.

Terms and Conditions

Start Date: 3rd October or as soon as possible thereafter

Contract Type: This is temporary position to provide parental leave cover and will terminate on or before 8 October 2023 on the return of the Communications Executive, CLP from parental leave

Probation Period: Three months

Salary Range: £30,000 - £32,000 pro-rata

Location: Fauna & Flora International, Cambridge, UK

Benefits: Pro-rata 25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed.

For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months' continuous employment.

Group Life insurance, currently set at a benefit of 4 x basic salary

Hours of Work: This is a part-time position, working 70% working time. Full time working hours are 37.5 per week, Monday - Friday inclusive.

Job Description

Job Title: Communications Executive, Conservation Leadership Programme

Reporting to: Executive Manager, Conservation Leadership Programme

Key Internal

Relationships: Director, Conservation Capacity & Leadership
CLP Executive Committee and Management Team (7 people; 3 at FFI, 2 at BirdLife International and 2 at Wildlife Conservation Society)
Communications staff at BirdLife International, FFI and Wildlife Conservation Society

Key External

Relationships: CLP Alumni

Purpose: To play the key role in ensuring that the work of CLP and the impact of conservation projects undertaken by CLP alumni are communicated to relevant audiences around the world.

Responsibilities:

Develop CLP communications pieces (such as video, print material, news items)

- Research, draft, and review strategically-focused web articles, press releases and social media content, and publish/distribute these through CLP and CLP partner channels.
- Source and/or develop short videos for sharing through social media (including YouTube) and other channels.
- Liaise with graphic designers to develop printed materials.
- Maintain a calendar/pipeline of forthcoming events, dates of interest, programmatic and CLP-funded project results, stories and achievements.
- Coordinate, prepare and publish of CLP's e-newsletter including: calling for project updates, results and alumni achievements; selecting material; drafting content, selecting images; creating and sending the newsletter using Maildog (e-newsletter software).
- Interview CLP alumni in person, over phone or email.

Manage CLP's social media channels

- Develop relevant content and campaigns.
- Grow an engaged following on Facebook and Twitter.
- Coordinate content campaigns with social media staff at BirdLife, FFI and WCS.
- Coordinate content and campaigns with CLP alumni.
- Identify new trends and tools that can be used to enhance social media presence.

Manage CLP's image library

- Establish and manage an image archive of CLP-related images - catalogue and upload, and respond to requests for images. Ensure all images are credited to photographer.

Develop CLP internal and external communications strategy

- In line with the new programmatic strategy, continue developing an internal and an external communications strategy for CLP, including setting objectives, identifying target audiences and developing key messages.
- Develop key metrics and monitor progress towards communications objectives.
- Ensure all communications activities are strategically focused, in line with the strategy.
- Review, maintain CLP style and brand guidelines, and ensure these are consistently applied across CLP's communications (including by alumni and partners).
- Manage communications budget and support on annual reporting.
- Provide content (statistics, CLP achievements, stories etc.) to communications teams and CLP Management Team when requested.
- Produce regular reports on progress against communications strategy goals for CLP management team.
- Monitor and evaluate communications strategies.

Manage relationships

- Liaise with CLP partner staff across the three-conservation partner organisations to identify suitable news items from CLP-funded projects.
- Work with partner communications teams to draft and share press releases and CLP alumni news items, following up on any items of interest and monitoring uptake of story development.
- Increase coverage of CLP stories through partner channels.
- Initiate and maintain relationships and collaborative work with external partners.

Fundraising and outreach

- Plan and deliver events that are either stand-alone or part of events organised by CLP partner organisations.
- Generate material (presentations, case studies, images, quotes, items of interest) which will support in developing CLP fundraising activities e.g. applications, donor meetings and events.
- Draft and review CLP proposals and donor reports.
- Develop presentation packs that can be used by CLP staff and alumni to market CLP to new funding prospects.
- Identify and implement strategies to capture the attention and support of new funding prospects.

Alumni Network support

- Support CLP alumni with the development of and promotion of communications pieces and results – either in popular media or scientific journals for publication online.
- Support CLP alumni with preparing presentations to CLP partners, donors or other audiences.

Other

- With agreement of the CLP Executive Manager, perform other tasks that may be requested from time to time that are appropriate to skills and experience.
- Assist in dealing with external enquiries relating to CLP's work.
- Keep abreast of latest conservation-related news items, particularly those emanating from the three CLP conservation partners and pitching CLP-related stories on a regular basis.

Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none">• Excellent written and spoken English skills including presentation skills• Excellent proof-reading skills and attention to detail• Intuition for and understanding of what makes a good story• Proven ability to develop strong working relationships quickly• Excellent interpersonal skills• Ability to extract and re-write news-worthy content from scientific reports, which will be suitable for various audiences• Ability to write effective and engaging content for websites, academic journals, magazines, and social media• Ability to work under pressure and to turn work around to tight deadlines• Ability to manage several competing priorities• A strategic mindset, able to prioritise and design activities that will maximise return on investment and meet agreed goals• Strong organisational and time management skills, with structured and methodical approach to work• Image archiving and photo editing• Competent user of Microsoft Office programmes	<ul style="list-style-type: none">• Proficiency in language(s) relevant to CLP alumni network• WordPress content management• Web-based email marketing tools• Adobe Creative Suite• Video editing software

	Essential	Desirable
Knowledge and experience	<ul style="list-style-type: none"> • Substantial proven experience in communications • Experience of working in a cross-cultural environment • Monitoring and evaluation of impacts of communications work • Experience of developing and implementing communications strategies and plans • Experience of using communications for fundraising and/or marketing purposes • An understanding of graphic design processes, and experience of working with designers to produce high quality print materials • A good understanding of conservation issues • Experience of working effectively with remote teams • Proven experience of growing an engaged following on social media 	<ul style="list-style-type: none"> • Degree or an equivalent level professional qualification in a subject relevant to the role and / or the work of FFI • Working in a multi-partnership programme or working with multiple project stakeholders • Experience working with early-career professionals • Understanding of or experience of working within the NGO sector and/or a conservation organisation • First-hand experience of conservation projects in the field • Working with journalists and press officers • Experience of writing successful press releases
Behavioural qualities	<ul style="list-style-type: none"> • Creative, resourceful and pragmatic • Proactive approach to work • Ability to work well, through remote means, with offices / staff abroad with a culturally sensitive approach • Ability to build positive personal and organisational relationships • A committed team player • Ability to use own initiative and to work flexibly, reliably and efficiently • Willingness to learn and acquire new knowledge / skills • Ability to respond swiftly to changing organisational and team needs • Self-starting, able to work alone without direction where required 	
Other	<ul style="list-style-type: none"> • Strong commitment to conservation and passion for the natural world • Interest in and empathy with FFI's mission and values • 	<ul style="list-style-type: none"> • Ability to travel overseas for business on occasion (if required)

How to Apply

Applications should consist of the following:

- Covering letter confirming your interest and explaining how your experience and skills relate to the role
- Full CV
- Contact details for two referees (who will not be contacted without your permission)

Applications should be submitted via email to kate.tointon@fauna-flora.org

Please mark your application '**Communications Executive, Conservation Leadership Programme**' and indicate where you saw the position advertised.

The closing date for applications is **Sunday, 14th August 2022**. Interviews are likely to be held on the week commencing **29th August 2022**. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter.

Regrettably, due to limited resources, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Adviser, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity