

The Nature Conservancy

Protecting Nature. Preserving Life.

JOB DESCRIPTION

The Nature Conservancy (TNC) is an international environmental organization. TNC's mission is to preserve plants, animals and natural communities that represent life on Earth by protecting the lands and waters they need to survive.

JOB TITLE:	RAFT COMMUNICATIONS MANAGER
JOB FAMILY:	Marketing - Field
JOB NUMBER:	...
FLSA STATUS:	Exempt
RELATED POSITION TITLES:	Dir. Communications, Dir. Marketing, Public Relations & Comm.

BACKGROUND

The Nature Conservancy has been managing Forest Conservation programs in Indonesia from the early 1990s and across the region over the last several years. Experimenting with strategies tailored to the local context TNC has undertaken the conservation of some of the most valuable forested landscapes across South East Asia and the Pacific. The Conservancy's Indonesia program is headquartered in Jakarta, and currently has more than 70 staff implementing site-based terrestrial conservation programs in Bornean Indonesia and Central Sulawesi as well as forest policy initiatives in Jakarta.

The RAFT Communications Manager will develop and lead the implementation of a Communications Strategy for TNC's Responsible Asia Forest Trade (RAFT) Program to effectively communicate mission and strategies in Indonesia, Malaysia, Vietnam, Papua New Guinea, Lao PDR and Cambodia. The strategy will include the use of the media as a campaigning and advocacy tool.

ESSENTIAL FUNCTIONS:

The RAFT Communications Manager will be responsible for planning, developing, and implementing the communication and outreach strategies to increase and sustain public awareness and support for The Conservancy's RAFT Program. The RAFT Communications Manager will develop and foster relations with key persons in selected media and related fields to increase the programs' public visibility and outreach; produce informational materials for media and other identified target audiences; and oversee the dissemination of information to local, regional, national and international media. S/he will provide co-ordination and leadership to ensure effective communication channels are established within the RAFT team throughout the region. S/he will also support field-based outreach staff at conservation sites through training and strategic input. The Communications Manager will also be responsible for Developing, maintaining, and distributing TNC and RAFT background information, fact sheets and related media files as well as maintaining and developing contacts with program stakeholders region-wide.

KNOWLEDGE/SKILLS:

- Bachelor's degree in English, Journalism, Marketing, Public Relations or related field and 3 to 5 years related experience or equivalent combination. Master's degree preferred.
- Knowledge of managing media relation with a proven track record in achieving high profile media results.
- Strong network of contacts in the media, government and industry.
- Experience in promoting an organization's mission, vision, & programs.
- NGO or development consulting firm work experience desirable, but not essential.
- Understanding of strategic planning, budgeting, administration and finance helpful.
- Some knowledge of conservation would be an advantage but concern for forest conservation & illegal logging issues essential
- Excellent written and spoken English and Indonesian language skills.
- Demonstrated experience using photoshop, pagemaker, and/or similar software.

COMPLEXITY/PROBLEM SOLVING:

- Cultivates the creative ideas of others to identify potential solutions. Experiments to find creative solutions – thinks out of the box.
- Design implement and direct multiple complex projects, setting and meeting deadlines and ensuring program accountability.

DISCRETION/LATITUDE/DECISION-MAKING:

- Significant opportunity to act independently within broad program goals.
- Makes strategic decisions based on analysis, experience and judgement.
- Decisions may have program-wide impact.

RESPONSIBILITY/OVERSIGHT –FINANCIAL & SUPERVISORY:

- Development of a media communication strategy and communication plan for government, donors and industry partners in order to disseminate message to a wide audience.
- Produce awareness and outreach materials and press releases and organize events to promote program activities.
- Work closely with TNC US-based media and communications team in order to maintain a flow of information about our forest conservation work.
- Provide input into the management of communications staff throughout the programs, with responsibility in training.

COMMUNICATIONS/INTERPERSONAL CONTACTS:

- Work and communicate with a wide range of people in order to develop, negotiate, and or implement programs and projects.
- Communicate strategic project goals and objectives.
- Identify, cultivate and key stakeholders in support of program activities.
- Solicit program support through clear written communications.
- Leverages constructive and effective relationships inside and outside the Conservancy.

WORKING CONDITIONS/PHYSICAL EFFORT:

- Willingness to travel and work flexible hours.
- Ability to work under stress during peak workload periods.
- Work requires only minor physical exertion and/or physical strain. Work environment involves only infrequent exposure to disagreeable elements.

The Nature Conservancy is an Equal Opportunity Employer