

WWF-New Zealand Position Description

September 2019

Position title: **Oceans Communications Manager**

Starting salary: $70,000 to $80,000 (negotiable)

Location: Wellington, New Zealand

Reports to: Marketing & Engagement Director

Direct reports: none

**Purpose of the Position**

WWF-New Zealand works for a world where people live in harmony with nature. We aim to turn passion for nature into action for our environment.

The Oceans Communications Manager role has been created to support WWF’s ocean strategy. We have ambitious targets for marine protection in the New Zealand EEZ and beyond, and we support the UN goal of 30% marine protection by 2030. We believe this is best achieved through the application of both science and traditional knowledge, and that indigenous communities are best placed to manage these projects as kaitiaki of our natural environment. The purpose of this role is to support the design and implementation of all communications work related to the oceans strategy. Central to this is work on Taiatea, an oceans collective led by Ngāti Kuri and supported by WWF.

This role will suit a superbly-well organised individual who has an eye for detail and a background in communications management. The candidate will have an excellent understanding of the importance of indigenous ownership of projects relating to our natural environment, and at least basic understanding of te reo and tikanga Māori or a Pacific culture, or a demonstrated commitment to learn.

**What you will do**

The Oceans Communications Manager will support the Marketing & Engagement Director to successfully plan, implement and review communications work in order to raise the profile of and appropriately position our oceans work. A specialist in execution, this person will work closely with all members of our small team. The successful candidate will be involved in the strategy development stage of each project, will lead discussions on the full communications requirements of each project, will identify the tasks that need to be completed, delegate those tasks to the appropriate team members and/or external agency/agencies, or take on appropriate tasks themselves.

The Oceans Communications Manager will be responsible for:

* working with internal and external stakeholders and partners to plan, implement and review ocean communications strategies for specific projects;
* planning (including risk analysis), budgeting expenditure for, monitoring progress and project reporting;
* oversight of all elements of the oceans communications needs, ensuring deliverables are being met and contingency plans are in place when required;
* contributing to an organisational marketing content and/or communications calendars;
* developing and maintaining relationships with advertising, design, social media, digital and/or other external agencies;
* planning, logistics and content development support for all oceans-related communications events, conferences, workshops and presentations;
* collaboration with internal and external content development teams;
* managing and troubleshooting issues as they arise, being flexible to respond to opportunities and resolve problems in the most appropriate way; and
* reporting on progress of each stage of a project as it develops, recommending changes that may be required, conducting analysis of project results and making recommendations for future.

As a member of the marketing and engagement team, the Oceans Communications Manager will carry out additional tasks as required from time to time as directed by the Marketing & Engagement Director.

**Who you will work with**

Internal

* Marketing & Engagement Director
* Ocean Programme Manager
* Kaihautū Taiao/ Environmental Science Director
* Taiatea Ocean Collective partners
* Marketing & Engagement team members
* Environmental Science team members
* Finance and Administration team members
* Chief Executive Officer
* WWF International networks

External

You will work closely with key stakeholders such as:

* content creation agencies (advertising, design, PR, media and/or other agencies)
* WWF partner and potential partner organisations
* WWF funding and potential funding partners

**Your Key Skills and Experience**

You will have:

* excellent understanding of the importance of the role of indigenous ownership of projects relating to our natural world;
* at least basic-level expertise in te reo and tikanga Maori or a Pacific culture, or a demonstrated willingness to learn;
* exceptional levels of attention to detail;
* good knowledge of communications management best practices and the ability to put theory into action in a real-world environment;
* well-honed and proven communications instincts;
* demonstrated experience in taking initiative and being proactive;
* a forward-thinking, optimistic and solutions-oriented approach to your work;
* the ability to be flexible and pivot as contexts change, without losing sight of overall project objectives;
* excellent organisational and time-management skills, and the ability to prioritize tasks;
* great communications skills and the ability to relate to people in a positive way that motivates individuals and teams to mutually-beneficial outcomes;
* the ability to analyse data, measure and report on progress and make recommendations to maximise potential for success;
* the ability to perform in a fast-paced environment and under tight deadlines; and
* a positive, approachable and positive attitude and a “together, possible” outlook

Essential

* A Bachelor’s degree in Marketing, Communications, Science Communications or a related discipline.
* At least three years’ experience working in a role where communications management was a key component.
* At least three years’ experience in developing, maintaining and managing positive working relationships with partner organisations and/or external agencies.
* At least three years’ experience in analysis, measuring success of and reporting on communications projects.
* Experience of being accountable for development and implementation of major communications projects.
* The proven ability to work autonomously when required or effectively as part of a team.
* Passion for the protection of the environment and in particular ocean and/or marine protection.

Desirable

The successful candidate will also have a combination of some or all of the below skills:

* experience working (paid or volunteer) in the non-profit sector;
* established professional networks in Aotearoa and/or the Pacific;
* experience working with or in a creative or content production agency;
* understanding of how to manage sub-brands in organisations with complex brand architecture structures; and/or
* previous involvement in environmental engagement projects.

**Your Key Personal Attributes**

You will be:

1. committed to WWF’s values and enthusiastic about building a future where people live in harmony with nature;
2. always open, approachable and friendly in your professional manner;
3. solutions-oriented, keen to innovate fearlessly, take and give feedback constructively, able learn from mistakes and pivot to opportunities while remaining focused on end goals;
4. committed to the Treaty of Waitangi and the Equal Employment Opportunities principles;
5. able to manage and prioritise competing demands on your time in a fast-paced environment;
6. someone who can work both autonomously and collaboratively, who can know which approach is appropriate at different stages of a project;
7. tactful and diplomatic;
8. passionate for environmental issues; and
9. able to demonstrate integrity, inspire trust and resolve conflict.