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WWF-Australia

Level 13, 235 Jones St
Ultimo NSW 2007
GPO Box 528
SYDNEY NSW 2001

Tel: +61 2 9281 5515
Fax: +61 2 9281 1060

enquiries@wwf.org.au
wwf.org.au
ABN 57 001 594 074

Position Description

Position title	National Manager – Communications
Department	Marcomms
Location	Sydney
Position title of supervisor	Marketing and Communications Director
Position title(s) which also report to supervisor	National Manager – Brand, Marketing & Innovation; National Manager – Corporate Partnerships; Digital Manager, Product & Content Developer, Internal Communications Coordinator
Positions titles that report to this position	Communications Manager, National Media Manager
Hours	40 hours per week
Award coverage and grade (if applicable)	N/A
Job matrix group and level	Level 9
Contract period	Ongoing
Date position description approved	November 2011
Approved by	People & Organisation Development Director

Purpose of the Position

Manages the strategic planning, development, implementation and evaluation of Communications strategies for advocacy campaigns, community outreach and fundraising support. Leverage strategic relationships to build WWF's reputation, brand and environmental conservation profile through all media channels in support of conservation and fundraising objectives.

Organisational Context of Position

WWF-Australia is Australia's leading national not-for-profit conservation organisation and is part of the global WWF network. Our vision is to ensure that Australia's biodiversity and that of our region is managed to protect its ecological integrity to ensure its long term survival and productivity, its sustainable development and for the continued enjoyment of all Australians. We recognise that these natural resources underpin the Australian and world economies and sustain our communities. As one of Australia's leading non-government organisations (NGOs), WWF-Australia prides itself on being at the forefront of contemporary thinking on conservation, fundraising and responsible corporate governance.

In order to achieve our purpose – the conservation of nature – WWF-Australia supports and conducts environmental research, education and community capacity building, on-ground projects, policy analysis and research, and encourages all sectors of society – individuals, communities, the private sector and government – to adopt world's best practice environmental principles, practices and policies. WWF-Australia does not engage in activities that include supporting a political party, seeking to persuade members of the public to vote for or against particular candidates or parties in an election, participating in party political demonstrations, or distributing material designed to underpin a party political campaign.

The Marketing and Communications Department (Marcomms) develops, implements and delivers effective marketing and communications activities that deliver agreed annual targets, benchmarks and measurements that showcase the uniqueness and relevance of the WWF brand, build and protect the brand's reputation and promote WWF's conservation goals and ongoing achievements to an external and internal audience. As a contributor to the overall donor-centric strategy to maximize income for, and raise the profile of, WWF



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Australia, the department is responsible for developing and implementing cost-effective integrated campaigns and other communications to key audiences to either mobilise people to action or to inspire support both financial and non-financial for WWF.

Nature and Scope of Position

a) Key Accountabilities

- Develops and implements a long-term communications strategy to deliver the goals and objectives of the Marketing and Communications strategic plan;
- Designs, develops and implements innovative communications strategies in consultation with the Marcomms, Fundraising and Conservation Departments to deliver conservation outcomes via campaigns and other strategies, increase public awareness and grow supporter action and advocacy;
- At a strategic level, identifies, develops and leads the generation of integrated, external communications campaigns and activities and materials designed to engage audience segments and produce measurable actions and outcomes;
- Maintains, develops and utilises networks of senior level contacts across industry and media sectors to grow WWF's sphere of influence;
- Establishes benchmarks for communications team goals and develops financial and non-financial targets to measure and report against year on year growth;
- Identifies new and innovative communications vehicles to stimulate momentum and awareness and evaluates their effectiveness against ongoing communications strategies;
- Establishes analysis and reporting mechanisms to track, measure and evaluate the effectiveness of communications strategies and delivery programs against performance targets;
- Develops own and other staff media skills as spokespeople for WWF and builds WWF's reputation as a thought leader in environmental conservation by raising the profile and credibility of WWF staff as subject matter experts;
- Engages within the WWF Network to ensure leading edge communications strategies are shared and learning opportunities are leveraged;
- Establishes and conducts a risk assessment process that includes research and analysis and approvals to ensure all communications campaigns, PR activities and produced materials are correct and appropriate and adhere to WWF's Brand Guidelines, the Advocacy and Public Communication Policy and Advocacy with Excellence;
- Complies with all WWF-Australia policies and procedures and statutory obligations as amended from time to time;
- Ensures staff familiarisation and compliance with all WWF-Australia policies, procedures and statutory obligations;
- Manages and prepare budgets, reports and forecasts, recommend approval and ensure compliance;
- Manages and develop staff through effective performance management including the development of individual workplans and motivate the achievement of results consistent with agreed objectives;
- Manages occupational health & safety, security, child protection and equal employment opportunity initiatives to ensure to a safe, healthy, equitable and ethical workplace;
- Participates in the WWF performance management program including regular performance reviews and prepare and work in accordance with an individual work plan;
- Actively contributes to Integrated Delivery Teams and is accountable for delivery as described in the individual work plan;
- Works constructively in alignment with WWF-Australia's values and Acts with Integrity, is Knowledgeable, Optimistic, Determined and Engaging;
- Works in accordance with management directions.



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b) Challenges/Problem Solving

Challenges for the position include:

- Appreciating the complexities and breadth of WWF's work and providing leadership in fostering staff understanding to ensure that communications opportunities are maximised;
- Positioning WWF in the marketplace as an influential NGO that can lead and effect public debate and as the preferred media go-to NGO on environmental conservation issues;
- Demonstrating WWF's ability to mobilise public and supporter advocacy for environmental conservation outcomes;
- Meeting stakeholder requirements at multiple media outlets and the associated time management;
- Driving innovation within the communications space with limited resources;
- Establishing senior level networks to develop relationships with leaders within the public, private and media sectors;
- Adapting to diverse communication styles and business protocols while leveraging WWF's brand;
- Delivering team and individual targets;
- The geographically dispersed nature of WWF staff nationally and within the global network;
- Contributing to WWF high impact initiatives and conservation programs.

c) Decision Making

The position:

- Makes day to day decisions within the agreed work plan;
- Works with a high level of autonomy in delivering reporting requirements and managing budgets;
- Makes recommendations to the manager on high-level strategy for communications;
- Consults with the Manager before implementing major changes to work processes;
- Refers request for major expenditure, travel, 'All Staff' emails, complex or unusual issues to the Manager for approval;
- Through the Manager, seeks CEO approval for international travel.

d) Communication

Teamwork is the preferred way of working within WWF and this necessitates regular communications with other staff. The position communicates:

- Regularly with the Manager on the delivery of the agreed work plan objectives;
- Regularly with the Marcomms teams and other WWF departments to coordinate activities and share information;
- Regularly with WWF National Managers and senior conservation staff to align initiatives and activities;
- Regularly with senior level contacts across industry, media sectors and external peers, including communications, research, PR/media agencies and other NGOs to exchange information and seek advice;
- Regularly with the Communications team to track and monitor deliverables;
- Regularly with Integrated Delivery Teams to contribute to the delivery of strategic goals;



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Selection Criteria

Knowledge, Skills and Experience

Essential

- Demonstrated significant senior management experience developing and implementing Communications strategies
- Demonstrated track record developing and delivering successful Communications programs with measurable outcome targets, across a range of sub-disciplines such as PR campaigns, experiential and promotional activation, social media/micromedia engagement, corporate communications and contingency management
- Demonstrated track record developing and delivering successful, integrated, advocacy campaigns with a focus on building an active supporter base of advocates for community interaction through digital channels and the utilisation of social media
- Demonstrated track record building positive relationships with stakeholders and an established network of senior contacts
- Demonstrated ability to undertake research/analysis, evaluate data and produce statistics
- Proven ability to perform as a spokesperson and to coach staff on media skills to build credible public profiles
- Demonstrated advanced project management and strategic planning skills
- Demonstrated excellent written, editing and verbal communication skills including an ability to position communications discussions at strategic and tactical levels
- Demonstrated positive entrepreneurial leadership style
- Highly advanced influencing and negotiation skills
- Demonstrated experience leading and managing staff in a fast-paced environment with a focus on high performance team working and talent development
- Demonstrated advanced skills in Microsoft Office

Desirable

- A keen interest in environmental conservation
- A network of high level contacts
- An understanding of audience centric communications and charity fundraising strategies
- Experience in a not-for-profit organisation
- An understanding of, and support for, workplace sustainability principles.

Qualifications

- Advanced tertiary degree in communications or relevant discipline or equivalent work experience.

Applications

Applicants must address each of the selection criteria in writing.

Applications must include contact details for referees.

Applicants must have the right to work in Australia or be willing to undergo health and police checks associated with Australian working visa applications.

Applications can be forwarded:

By email jobs-au@wwf.org.au

By mail People & Organisation Development
WWF-Australia
GPO Box 528
Sydney NSW 2001

In person Level 13, 235 Jones Street, Ultimo NSW 2007