

WWF NEPAL PROGRAM - POSITION DESCRIPTION

Name :
Position Title : **Campaigns and Marketing Officer**
Reports to : **Sr. Manager-Communications and Marketing**

I. Major Function

Under the direct supervision of the Sr. Manager-Communications and Marketing, the Campaigns and Marketing Officer will be responsible for mobilizing resources and generating funds to implement innovative integrated conservation and development initiatives in Lumbini based on the MoU between WWF-Nepal and Lumbini Development Trust (LDT). The Campaigns and Marketing Officer will be responsible for product development, developing communications and marketing concepts and strategies, and coordinating with LDT, local corporates and individuals and international markets. The Campaigns and Marketing Officer will also be responsible for leading WWF Nepal's youth engagement campaign, The Generation Green (TGG). He/she will be responsible for developing and implementing the campaign plan and strategy, including outreach, partnership development and monitoring of TGG activities on a regular basis.

II. Major Duties and Responsibilities:

1. Managing the Green Lumbini Initiative (GLI)

Responsible for product development, developing a marketing strategy, and producing communications and outreach material for the Million Tree Project, My Tree Project, Pipal for People Project and MyBabyTree Project in partnership with LDT.

2. Designing The Generation Green campaign

Responsible for developing the campaign plan and strategy to reach and effectively engage 500,000 youth within a five-year campaign period. This would include developing the campaign's operational modality, identifying and contracting partner agencies, developing communications and outreach plans and tools, designing the mentorship program, etc.

3. Fundraising for GLI and TGG

Works with Sr. Manager-Communications and Marketing to identify and approach donors in Nepal and outside for funding GLI and TGG. Develops proposals and presentations to market TGG and GLI to donors while maintaining regular communications with prospects on GLI and TGG activities.

4. Communication and documentation

Ensures that the WWF and associate brands as well as those of associated donors are well featured in the projects undertaken in Lumbini and under TGG. Develops communications materials and tools, including web and social media, to suit a diverse audience in general and youth in particular.

5. Events and campaigns

Organizes and manages events and campaigns organized by WWF Nepal under GLI and TGG. Maintains a calendar of events and campaigns organized by participating partners of TGG and disseminates information on the same to ensure maximum participation.

6. Coordination and networking

Acts as the focal person from WWF-Nepal for GLI and TGG and liaises with program partners, local communities, private sector, media and community-based organizations in project and campaign activities.

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7. Donor communications and quality assurance

Communicates with donors on a regular basis to present proposals and provide project updates. Supervises activities of TGG and GLI to ensure quality.

8. Any other duties

Any other duties in relation to the above as assigned by the Supervisor.

III. Supervisory Responsibility

Occasional supervisory role towards interns and volunteers.

IV. Working Relationships

Internal: Interacts regularly with WWF Nepal staff with a special focus to WWF's field based staff. This position requires 40% of the time for field visits

External: Regularly communicates and networks with WWF partner organizations and media so far as it relates to the position description.

V. Minimum Requirement

Knowledge: A Bachelors degree, preferably in marketing, business management or a related field. IT knowledge especially the use of designing tools, photography and videography will be preferred.

Experience: Candidate must have at least three to five years of outstanding experience in marketing/communication works.

Skills and Abilities: The ideal candidate for this position will have a high level of attention to detail as well as a high level of enthusiasm for his/her work and the organization. Good skills in microsoft office programs along with strong marketing/communication and organizational skills is desired. The candidate should also have strong IT skills especially in designing tools. S/he should be effectively able to prioritize and work under time constraints, using initiative and judgement.

Accepted by

Employee: _____

Supervisor: _____

Approved by

Country Rep: _____