



WWF *for a living planet*[®]

WWF-Myanmar
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Terms of Reference (TOR)

Campaign Support Partner

WWF is looking for a partner to support strategic and creative communications planning and execution for campaigns, driving an integrated outreach across traditional and digital media channels including mobilizing influencers, celebrities, media and corporate partners to build and mobilize support for environmental causes within Myanmar.

Tasks and responsibilities

Working alongside WWF communications, advocacy and technical leads, you will be responsible for

Strategic Planning and Management

- Overall creative and strategic planning
- Development of campaign theme
- Development of activity calendar
- Support in developing key messages
- On-going counsel and client liaison
- Coverage tracking and reporting
- Project closing report

Media Relations

- On-going support for all proactive and reactive outreach to mainstream media across print, online, and broadcast
- Plan, manage and secure media coverage for public events
- Media activities include large-scale media conference, briefings and/ or interviews on-site
- Targets include local and international journalists and photographers
- Arrange coverage of projects and milestones
- Pitch and secure stand-alone interviews with WWF and/or campaign partners over the course of campaign/s
- Draft, localise and distribute media releases
- Draft and place contributed articles
- Prepare content and finalise media kits in Myanmar and English versions
- Prepare spokesperson briefing document and talking points for media conferences
- Provide on-site support
- Distribute media materials to wider database post-event
- Provide event support as may be required
- Media follow-up post event

Influencer and partner outreach

- Identify key influencers across social and mainstream media (e.g. local celebrities, artists, business and public figures)
- Identify content creation and/or distribution partners
- Lead outreach and secure support from influencers
- Propose engagement and partnership ideas
- Prepare and share briefing notes and information kits, as required
- Manage relationship through to concept or partnership implementation

Events Support

- Event management support for large-scale public events including the campaign launch and culminating activities
- Ideas generation for event theme and associated elements
- Logistics support, as required
- On-site management, as required

Digital Media

Produce and execute a digital media strategy including

- Platform recommendations
- Set-up of approved platforms
- Counsel on social content/ strategy
- Development of content calendar and posting of content (exclude advertising)
- Translation of content
- Community management
- Social media stunt

Qualification and Expertise

The successful entity is required to meet the following criteria:

- Proven experience planning and executing successful advocacy campaigns
- Proven experience organizing and managing large scale public events
- Leaders in innovative communications and marketing techniques
- Experience working in Myanmar
- Experience working with NGOs
- Corporate commitment / values aligned to environmental conservation

Applicant(s) should provide the following:

- CV or team profile
- Letter of application including details of relevant experience
- References list
- Completed fees/price structure

Contract duration

The contract will be effective for 12 months from date of signing. To be extended as agreed between parties.

Terms and conditions of payment

To be determined per campaign.