



Regional Communications Manager, Nairobi

Vacancy #:	6956
Unit:	ESARO - Office of the Regional Director
Organisation:	International Union for Conservation of Nature (IUCN)
Location:	Eastern and Southern Africa Regional Office, Nairobi, Kenya
Reporting to:	Regional Director - Eastern and Southern Africa
Work percentage:	100%
Grade:	SP
Expected start date:	01 September 2024
Type of contract:	Fixed-term (12 months)
Closing date:	15 August 2024

BACKGROUND

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Working closely with the Regional Director and the ESARO Programme team, the Regional Communications Manager (RCM) will lead in developing and managing the overall Programme Communications strategy for the IUCN Eastern and Southern Africa Regional Office (IUCN ESARO) to increase IUCN ESARO's visibility and strategic engagement in the region. The incumbent will be responsible for leading the development and implementation of internal communications strategies and plans that engage, align, and inspire in line with IUCN ESARO's vision and strategy, and drive various stakeholders understanding and engagement on ESARO priorities and key initiatives.

The RCM will be a member of the Regional Leadership Team and will work in close collaboration with senior leaders across functions, but especially with the Regional Programme Coordinator, Regional Thematic Heads and Country Representatives. The RCM will also ensure that ESARO Communications Strategy aligns country, region and global priorities - and use the IUCN Membership network to maximise impact for People and Nature.

JOB DESCRIPTION

KEY RESPONSIBILITIES

COMMUNICATIONS DUTIES;

Lead the communications function for the IUCN ESARO ensuring all communications products, strategies and knowledge and management systems conform with IUCN standards and guidelines

Develop, implement and monitor the IUCN ESARO Programme Communications Strategy.

Working closely with the programme team ensure that the IUCN ESARO website and other communication products are up to date, relevant to constituents, and reflect IUCN's desired image and position

Proactively develop and maintain positive relationships with targeted news media - delivering press materials to increase press coverage of IUCN ESARO and conservation issues of concern to IUCN; and ensuring regular contact with target media and appropriate response to media requests.

Ensure the IUCN corporate identity and image in communications products (letterhead, PowerPoint presentations, brochures, briefs, publications etc) and other communications policies and procedures are strictly followed by all staff and consultants.

Work with the Regional Programmes Coordinator to ensure strategic communications are integrated into all project concepts, proposals, budgets and work plans and is effectively implemented in the IUCN ESARO Programme.

Produce high quality communications and knowledge products in a range of formats including reports, presentations, publications, brochures, policy briefs, web stories, press releases, short films, podcasts, etc.

Oversee the production of the quarterly IUCN ESARO CONNECT newsletter.

Develop and manage web content and digital resources

Contribute content to regional and global communications activities and products.

Support in preparing communication on the announcement of new State Members for the IUCN website and Portal.

Develop and oversee campaigns by identifying opportunities and potential partners, alliances and coalitions for environmental advocacy.

Other duties;

Provide direction to a small team of direct reports and ensure that individuals work together as an integrated team, that there is coherence and consistency in outputs and a high quality of communications technical advice is given to IUCN internal & external stakeholders.

Perform any other related activity that may be assigned by the line manager.

REQUIREMENTS

• KNOWLEDGE, SKILLS AND COMPETENCIES:

Education;

Master's degree in communication, Public Relations, Social Sciences or related field.

Work Experience;

At least 10 years professional experience in designing and implementing communication strategies, developing promotional materials and communicating information to a wide range of audiences;
Experience working with international NGOs in the field of environment, conservation and/ or sustainable development;
Previous experience in a membership organization or alliance set up is an added advantage
Experience working in various media formats print, audio, video and websites;
Experience of leading campaigns, advocacy and communications projects;
Demonstrate in-depth proficiency in writing or editing complex communications products;

Technical Knowledge;

Knowledge and expertise in communication strategy and networking.
Proven qualification in External Relations /Partnership Development
Excellent communication skills both written and oral
Excellent writing, proofreading and editing skills
Proficiency with social media platforms including Facebook, Twitter and YouTube required;
Computer literacy in relation to office applications (word processing, spreadsheets, PowerPoint)
Proficient audio-visual skills
Good knowledge of, and experience in using, a membership CRM database is an added advantage.

Language requirements:

Fluency in English, both written and verbal is a must. Working knowledge of French or Portuguese is an added advantage.

Core Competencies;

Transparency: Able to build trust and contribute to informed and responsible decision making by carrying out the work of IUCN in a transparent manner; provides clear guidance to ensure that objectives and desired measurable results are understood by members of the team.
Inclusiveness: Understands and accepts cultural diversity, and provide a tolerant, positive and supportive working environment that fosters respect for diversity, demonstrates ability to work in a multicultural, multi ethnic environment and to maintain effective working relations with people of different nationalities and cultural backgrounds.
Professionalism: Promote the organization's interests, objectives and values in a diligent and professional manner.
Accountability: Takes responsibility of individual and collective actions, promotes the IUCN One Programme approach.

Function Competencies:

Adheres to IUCN ESARO core values of Transparency, Inclusiveness, Professionalism and Accountability;
Excellent interpersonal skills to support building networks and partnerships;
Must be a strong team player with proven diplomacy skills and ability to work effectively with multicultural and multidisciplinary teams displaying sensitivity and respect for diversity;
Must possess excellent interpersonal skills
Demonstrated ability to work with limited supervision to prioritize tasking and manage workflow in a high-pressure environment;
Hands-on, highly motivated, results driven and resourceful individual
Demonstrated ability to work under pressure managing competing demands and complex situations and deliver satisfactory and timely results;
Must be a proactive individual who is able to energize and motivate teams
Committed to continuous learning and proactive and mature attitude towards self-development;
Willing to travel frequently within the region.

APPLICATIONS

Applicants are requested to apply online through the HR Management System, by opening the vacancy announcement and pressing the "Apply" button at:

<https://hrms.iucn.org/vacancy/6956>

Applicants will be asked to create an account and submit their profile information. Applications will not be accepted after the closing date. The vacancy closes at midnight, Swiss time (GMT+1 / GMT+2 during Daylight Saving Time, DST). Please note that only selected applicants will be personally contacted for interviews.

Other job opportunities are published in the IUCN website: <https://www.iucn.org/involved/jobs/>

About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private

and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,400 Member organisations and around 16,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.

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