

## Manager – Global Campaigns (Conservation)

### Description

#### About WWF

For 50 years, WWF has been protecting the future of nature. The world's leading conservation organization, WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 5 million globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.

#### About the Campaigns Department

In May 2011, the WWF global network agreed to work together in developing global conservation campaigns. This shift toward global campaigning was intended to:

- Increase conservation impact
- Align national, regional and global approaches to the conservation work of WWF
- Grow WWF's positioning as a global leader in the field of conservation
- Foster better skill-sharing, capacity-building and internal communications
- Create a culture of campaigning within the network

To achieve these goals WWF has begun building a global campaign team.

#### Major Functions:

The global campaigns manager will be responsible for ensuring the successful execution of existing campaigns while also overseeing the development process of future campaigns.

#### Major Duties and Responsibilities:

- Guide the design and development of WWF's global conservation campaign strategies, including work plans and budgets;
- Develop effective working relationships within the WWF network and serve as a link between conservation, communications and partnerships;
- Regularly report on progress of global conservation campaigns, and overcoming obstacles to ensure goals and objectives are met;
- Undertake other tasks as determined by the line manager.

#### Profile:

#### Required Qualifications

- At least five years proven experience developing and implementing campaign strategies within a national, international or high-profile organization;
- Proven experience as a successful campaign leader, preferably but not necessarily in the not-for-profit sector;
- Demonstrated experience working in international arenas;
- Excellent communication skills and ability to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels (online, TV, print, radio, etc.);
- Experience in advocacy campaigns, targeting government and/or corporations.

#### Required Skills and Competencies

- Demonstrated experience in mobilising public engagement around campaigns;
- Proven track record in successful international campaigns undertaken in a multi-cultural setting;
- Expertise in campaigning techniques, policies, strategies, target audience analysis, structure and impact;
- Experience in multi-disciplinary teams and in building consensus, optimism and confidence in the face of challenges and pressure;
- Long-term planning and analytical skills, as well as demonstrated ability to multi-task and work effectively to tight deadlines without compromising quality;
- Strong interpersonal and partnership development skills, and the ability to develop relationships with a wide range of audiences;
- Knowledge of environmental issues and the politics influencing public and private institutions both nationally and internationally to understand how they interact and influence each other, and the public;
- Excellent presentation and motivation skills;
- Excellent communications skills, both written and verbal, supported by good computer and online skills;
- Fluent English is essential; other languages would be an asset;
- Adhere to WWF's values: Knowledgeable, Optimistic, Determined and Engaging.

#### Working Relationships:

- Internal – WWF International Conservation Division, WWF International Communication and Marketing Division, WWF International Development Division, WWF's global initiatives and offices and programmes around the WWF network.
- External – Institutions, Stakeholders, Partners, Alliances, Agencies.

#### Meta Fields