Terms of Reference

Communications Assistant

WWF-Pakistan

Reporting to: Coordinator Communications
Employment Grade: B2
Location: Islamabad
Department: Communications
Contract: Shor-term (until June 2021)

Working Relationships

External: Creative Agencies, Publishers; Printers; Journalists, Media Houses
Internal: All Employees

Summary

The position will be responsible for select internal & external publications and other promotional / educational material of WWF-Pakistan. The incumbent will also seek advertisements for the publications where required. He /she will coordinate with other departments / projects for related assignments.

Duties and Responsibilities

Publications

- Ensure that WWF-Pakistan’s publications are produced as per schedule; these include, NATURA, PANDA POST & ANNUAL REPORT etc.
- Review the contents of these publications and other promotional / educational material for editing; also contribute towards the design aspect.
- Write content where ever needed.

Communications Strategy and Planning

- Develop communications plans for regional projects and departments and seek / assist in related communications work.

Branding

- Keep up to date on the latest WWF International branding guidelines.
- Ensure correct use branding for any communications externally.
- Identify and highlight any branding risks for the organization.

Media

- Provide support in media advocacy to advance policy initiatives, support in conduct media trainings for the south region.
- Regularly liaise with local journalists to influence conservation narrative and manage brand footprint.
- Develop press releases, develop and implement plans for WWF’s media relations.
• Ensure that WWF-Pakistan’s position statements on various critical conservation issues are developed and updated.

**Selection Criteria**

**Education & Work Experience**

1. Masters / 4 Year Bachelor’s degree in either Mass Communications, English Literature, Advertising, Journalism or any other related subject
2. At least 2 years relevant professional experience
3. Experience / Expertise in editing and creative writing with experience in media relations
4. Comfortable with writing and editing in Urdu
5. Experience of working in a multicultural / international environment

**Grade Specific Attributes**

1. Strong commitment to conservation and development issues
2. Excellent communication skills; ability to communicate effectively with a broad range of individuals within and outside the WWF Network
3. Exceptional presentation skills
4. Attention to detail, diplomacy and discretion
5. Fluency in oral and written English
6. Highly organized and with excellent coordination skills, able to proactively identify and organize resources to support team members
7. Track record of working in a multi-cultural environment, sensitive to cultural differences
8. Effective interpersonal skills, able to develop and maintain relationships in a virtual work environment
9. Solutions-oriented, with attention to detail
10. A flexible attitude to work yet self-disciplined
11. Support the mission of WWF sharing WWF’s values: courage, respect, integrity and collaboration.
12. Understanding of, and commitment to, WWF’s mission

WWF-Pakistan reserves the right to amend and upgrade these TORs from time to time, as may be required in the interests of the organization.