

TERMS OF REFERENCE

Coordinator Corporate and Water clubs SAWASI

Grade	:	C-1
Reports to	:	Head CP&F, Sr. Manager Freshwater
Project / Programme	:	WWF Green Office Initiative
Location	:	Lahore
Work Week	:	5 Days (Monday to Friday)
Contract	:	01 year long term(renewable)
Work Hours	:	8:30am To 5:15pm

Project Context:

WWF-Pakistan in partnership with Australian Government awarded project “**South Asia Water Security Initiative (SAWASI)**” plan to engage stakeholders in Islamabad and Rawalpindi “twin cities” to 1. Improve access to safe water and sanitation services for targeted disadvantaged communities, particularly vulnerable groups, through site-specific interventions, 2. Ensure community resilience to climate change and other water related shocks through a mix of locally suitable interventions, 3. Build capacity and awareness of key stakeholders on urban water management, as well as educating and sensitizing local communities, youth and other users about water use and conservation. These initiatives will feed into an integrated water resource management approach and will contribute towards improved water security and climate resilience for all segments of society in the twin cities of Islamabad and Rawalpindi..

Job Summary:

This position will be required to execute the project activities on ground, manage the project site activities on water club initiatives, awareness raising among women and children as well as reporting on the completion of tasks and to report any delays that may incur. Followings are the details of the job responsibilities but not limited to;

1. Supervision of all campaigns for central region (IMP, YPD, Tree thron, CPM, Spellathon, Green School Program, Card Catalogue, Panda products and Merchandise)
2. Lead the development of work plans and activities of all campaigns and Projects
3. Successfully execute youth engagement projects

4. Maintain close coordination with CPF, and Freshwater team leads in North and South
5. Seek donors for ongoing fund-raising campaigns and also develop high impact project proposals focusing on environmental innovation
6. Maintain and update donors and corporates liaison
7. Initiate market research and evaluate marketing campaigns to improve quality of CP&F initiatives
8. Aim to achieve the agreed target and raise the bar
9. Provide necessary support to other regions as and when required
10. Promote brand awareness through marketing initiative i.e Panda products and Merchandise
11. Ensure timely execution of each activity with external partners
12. Maintain and update the data base of participating organizations/companies and potential corporate entities
13. Improve communication and coordination with program teams for developing new programs/projects for restricted funds
14. Prepare annual marketing work plan in order to meet the targets.
15. Organize marketing and training seminars and workshops in close collaboration with CEP and Freshwater technical teams.
16. Prepare and share monthly progress reports with respective supervisors.
17. Demonstrate knowledge of environmental issues and develop research based content for water clubs; raising awareness amongst women and children on water conservation.
18. Any other input required by WWF – Pakistan and assigned by respective supervisor.

Selection Criteria

Candidates for the position of Coordinator CP&F should ideally have;

1. An appropriate graduate qualification in one of the following disciplines: Environmental Sciences, Business Administration (Marketing), Mass Communications, Advertising, Advocacy and Public Relations or Economics
2. At least 4 years of relevant work experience.
3. Excellent presentation and interpersonal communication skills
4. Experience in the corporate sector and academia will be an advantage;
5. Other Skills and Abilities:
 - Aptitude for team work;

- Excellent English Language (reading, writing and speaking skills);
- Proficiency in computers particularly Microsoft Office;
- Familiarity with the Businesses and associations in the country;
- Event management skills & experience;
- A dynamic, pleasant and communicative personality;
- Ability to motivate and influence others;
- Sensitivity to gender and other current social issues in Pakistan;

WWF-Pakistan is an equal opportunity employer. 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.

Only online applications through WWF-Pakistan website www.wwfpak.org will be considered.