



Terms of Reference

Manager Communications, Recharge Pakistan WWF Pakistan

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|-----------------------------|---|---------------------------------------|
| Technical Reporting to | : | Head Communications |
| Administrative reporting | : | National Project Manager |
| Grade | : | D2 - Manager |
| Duty Station | : | Islamabad/Project Management Unit |
| Duration / Type of Contract | : | Long-term |
| Work Week | : | 5 days [Monday to Friday] 40 hrs/week |
| Work Hours | : | 0830 hrs to 1715 hrs |

Working Relationships

External Ministry of Climate Change, Ministry of Water Resources (Federal Flood Commission), other relevant government ministries and agencies at the federal and provincial levels, donors (including the Green Climate Fund, the United States Agency for International Development, and the Coca Cola Foundation) local communities at implementation sites, media, general public, etc. Relevant government departments, Civil Society Organizations, Academic Institutions, Print & Electronic Media, Corporate Sector and GAAs;

Internal WWF Network

Project Summary

Recharge Pakistan is a cornerstone of the Government of Pakistan's vision — as highlighted in its updated 2021 Nationally Determined Contributions (NDCs) — to leverage natural systems to enhance Pakistan's resilience to climate change with the goal of reducing flood and drought risk across the Indus Basin.

The project will catalyze transformational change in Pakistan by investing in Ecosystem based Adaptation (EbA) and green infrastructure (GI) interventions at the four project sites in the Indus Basin to reduce the impacts of increasingly severe floods and droughts on vulnerable communities and ecosystems. As the largest investment at the national level to date in an ecosystems-based approach to flood and water resources management, this project will accelerate climate innovation in Pakistan by establishing proofs of concept for EbA and green infrastructure interventions that provide evidence of their cost-effectiveness and efficiency, flood and drought risk reduction benefits, and sustainability. EbA interventions will include the restoration of 14,215 ha of degraded watersheds in DI Khan, restoring 34 km of flow paths, as



well as desilting and restoring channels in Ramak Watershed and Manchar Lake. An additional 127 green infrastructure interventions (including flood protection embankments, dispersal embankments, gabion bunds, retention areas and recharge basins) will be implemented at specific locations in DI Khan, Ramak, Manchar, and Chakar Lehri to maximize the flood reduction benefits to vulnerable communities from these interventions.

The implementation of these tangible adaptation interventions will be used as evidence to create an enabling environment for climate action in Pakistan that removes barriers to novel climate solutions

through the promotion of integrated strategies, planning and policymaking. Economic evaluations of the project's EbA and green infrastructure interventions will demonstrate their cost-effectiveness and efficiency in reducing the impacts of climate change-induced floods and droughts on vulnerable communities and ecosystems in Pakistan.

Together, project interventions will directly benefit a total of 687,336 people, including 357,414 men (52% of the total population) and 329,922 women (48% of the total population), and will indirectly benefit a total of 7,024,361 people, including 3,652,668 men (52% of total population) and 3,371,693 women (48% of total population) in Pakistan's Indus Basin.

Duties and Responsibilities

1. Plan, develop and implement the communication strategies to promote and implement the Recharge Pakistan project.
2. Develop partnerships with other relevant organizations and institutions to disseminate information and create awareness about conservation issues and the project's activities.
3. Project communication for advocacy and awareness

The Communications Manager will work closely with the project team to ensure that relevant project materials such as briefs, human interest stories, donor reports, proposals, factsheets, infographic, etc., are developed and disseminated to key target audience groups through relevant media and network channels.

The Communications Manager will also assist in identifying appropriate communication activities for the project and develop a comprehensive communications strategy and implementation plan.

4. Media Relations

Develop and maintain contact information, materials, relationships with journalists and media outlets (print, TV, web, radio, etc.) within and to some extent, outside of Pakistan, to increase the coverage of conservation issues in the media (print, broadcast and digital). Specific activities may include: drafting and editing articles, press releases, human interest stories and other



advocacy/information materials collaborating with media by organizing project site visits, facilitating photo coverage and footage, maintaining a library of media coverage, clippings, etc.

5. Digital Communications/social media

Maintain project details on the WWF-Pakistan website, maintain the Recharge Pakistan Twitter account, and liaise with the Communications Team at the Head Office for daily monitoring, posting and content development.

6. WWF Brand and communications

Ensure timely and quality production of advocacy and branding materials such as periodicals, annual and donor reports, supplements, calendars, briefing notes, human interest stories, picture stories, videos etc. The Communications Manager will develop and archive communication materials, including digital, such as publications, press releases and clippings, photographs, audio-visual material, web resources, etc.

7. Donor Relations

Develop and maintain a list of project partners, donors and special interest groups. Assist in developing donor visit schedules/brochures, donor gifts, etc. Support the preparation of background materials, briefs and information kits for high profile guests/visitors. This may include assisting in travel planning, logistics, and administrative arrangements.

8. Events/Campaigns

Assist in organizing and generating public support for special events and campaigns to promote strategic conservation goals. Support the organization of workshops, seminars, campaigns, events, and PSU and PSC meetings, and meetings with the communities and other target audience.

9. Monitoring and evaluation

Monitor and evaluate the impact of communication materials and advocacy events/campaigns to target audiences. .

Selection Criteria

Education, Experience & Working Knowledge

Education: Masters Degree in communications, journalism, public relations or any related field

Work Experience: At least 7 years of similar work experience is required. Work experience with an international organization (in a similar role) is preferred. Demonstrated and extensive social media experience is essential.



Skills & Attributes

- Should be able to work independently with minimum supervision and guidance.
- Excellent organization and time management skills are a requirement.
- Basic design and layout skills and the use of Adobe Photoshop, Pagemaker, MailChimp, etc. are an asset.
- Fluency in oral and written English is essential. Proficiency in local languages (Urdu, Sindhi, Balochi and Pashto) will be preferred;
- Exceptional Presentation Skills; Attention to detail, diplomacy and discretion;
- Ability to handle change and uncertainty;
- The candidate should have advanced working knowledge of MS Office
- Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity;
- Demonstrates WWF behaviors in the way of working: Strive for Impact, Listen Deeply, Collaborate Openly, Innovate Fearlessly;
- Adheres to WWF's brand characteristics, which are: Knowledgeable, Optimistic, Determined and Engaging.

**WWF- Pakistan is an equal opportunity employer
Women are encouraged to apply**