



WWF for a living planet®

Terms of Reference

Project Coordinator

WWF-Pakistan

Reports to:	Project Manager
Project / Program:	RAISE-Pakistan/ F&A Programme
Grade:	C-1
Location:	Multan
Contract:	Long Term contract
Work Week:	05 Days- 40 hours/week

Duties and Responsibilities

- Plan, implement, manage, and monitor all regenerative agriculture activities as per the approved work plan.
- Coordinate Farmer Field Schools (FFS), demonstration sites, and farmer training sessions to build capacity on regenerative practices such as intercropping, cover cropping, IPM, agroforestry, and soil health management.
- Ensure phased implementation and achievement of project targets.
- Provide technical backstopping to field staff and farmers on regenerative practices, compliance with OP2B, IWAY, and regenagri certification standards.
- Ensure proper monitoring systems, data collection, and reporting against environmental and socio-economic indicators (GHG emissions reduction, biodiversity increase, water productivity, farmer income).
- Establish and strengthen linkages with farmers, ginners, government departments, private sector, textile suppliers, and research institutions to promote regenerative agriculture.
- Facilitate collaboration with WWF's Regenerative Production Landscape Collaborative (RPLC) for policy advocacy and stakeholder mobilization.
- Support farmers to meet the Regenagri certification requirements, including training on record-keeping, traceability, and compliance documentation.
- Establish field trials to demonstrate carbon-smart crop production practices among farming communities.
- Assist in the development and operation of traceability systems to ensure integrity of the regenerative cotton supply chain.
- Support preparation and dissemination of technical reports, case studies, scientific publications, and success stories to document project learnings.
- Supervise timely collection and compilation of field data (soil, water, biodiversity, pesticide use, farmer income).
- Contribute innovative ideas and adaptive management strategies to improve project outcomes.
- Represent WWF-Pakistan in project-related events, meetings, and donor interactions.
- Perform any other tasks assigned by the Project Manager or WWF senior management.

Selection Criteria

Education, Experience & Working Knowledge

- A university master’s degree in agriculture
- Four years of working experience in similar projects and capacity is desirable

Skills & Attributes

- Adheres to WWF’s values, which are: Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, and Persevering & Delivering Results;
- Personnel management skills and experience;
- Good problem-solving skills and results orientation;
- Ability to travel in field areas;
- Ability to motivate and influence others;
- Sensitivity to gender and other social issues in Pakistan;
- Excellent written/spoken English and Urdu; other languages will be an advantage;
- Proficiency in the use of computer office applications on word processing and spreadsheet;

HR department : Signature / Date-----

Hiring Manager : Signature / Date-----

Acknowledged by Employee : Signature / Date-----

WWF- Pakistan is an equal opportunity employer and reserves the right to amend this document from time to time, as may be required in the interests of the organization.