



Terms of Reference
Manager Communications & Advocacy, Recharge Pakistan
WWF Pakistan

Reporting to	:	Senior Director, Recharge Pakistan, WWF-Pakistan
Technical Guidance	:	Director Communications, WWF-Pakistan
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, and The Coca Cola Foundation), local communities at implementation sites, media, public, etc. Relevant government departments, Civil Society Organizations, Academic Institutions, Print & Electronic Media, Corporate Sector and GAAs;

Internal: Project Management Unit (PMU), Site Implementation Units (SIUs), WWF-Pakistan Head Office, 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.

Position Summary

The Manager Communications & Advocacy is responsible for leading the strategic communications, advocacy, visibility, knowledge-management and stakeholder-engagement functions of Recharge Pakistan. The position translates the project's technical interventions, results and evidence into clear, credible and accessible narratives for diverse audiences, including communities, government institutions, donors, development partners, media, academia, private sector stakeholders and the wider public.

The Manager provides strategic communications advice to project leadership; ensures coherent positioning and visibility of Recharge Pakistan and its partners; develops and oversees high-quality communications and knowledge products; supports policy and advocacy engagement; strengthens public understanding of Ecosystem-based Adaptation (EbA), Green Infrastructure (GI), climate resilience and



related themes; and ensures that project communications contribute to broader institutional and programmatic objectives. The position serves as the focal point for communications coordination across the PMU, Site Implementation Units, WWF-Pakistan, WWF-US and relevant project partners, while ensuring compliance with WWF and donor communications, branding and visibility requirements.

Duties and Responsibilities

1. Strategic Communications & Positioning

- Lead the development and implementation of the project's Communications and Advocacy Strategy and annual communications plans, ensuring alignment with project objectives, implementation priorities and donor requirements.
- Advise project leadership on strategic communications, public positioning, key messages, stakeholder engagement and emerging communications opportunities and risks.
- Develop and maintain overarching project narratives and messaging that clearly communicate the project's objectives, interventions, results and contribution to climate resilience in Pakistan.
- Coordinate communications across the PMU, SIUs, WWF-Pakistan and relevant partners to ensure consistent, timely and high-quality external communication.

2. Content, Digital Communications & Knowledge Products

- Lead the development and quality assurance of project communications and knowledge products, including publications, briefs, fact sheets, reports, presentations, case studies, human-interest stories, infographics and other materials.
- Translate technical and scientific information on climate change, Ecosystem-based Adaptation (EbA), Green Infrastructure (GI), flood and drought risk, water resources and community resilience into accurate, accessible and engaging content for diverse audiences.
- Lead project digital communications and social media content, including campaigns, multimedia storytelling, videos, explainers, animations, photography and other innovative formats.
- Coordinate project website updates and develop digital content packages around project milestones, interventions, events, publications and emerging issues.
- Monitor digital performance, audience engagement and emerging communications trends and use insights to continuously strengthen digital content and strategy.
- Work with technical, monitoring and field teams to identify and communicate project evidence, results, lessons and community stories across appropriate communications platforms.

3. Advocacy, Stakeholder & Donor Engagement

- Support project advocacy by translating evidence and lessons into policy-oriented communications, briefing materials, talking points and other products for engagement with government, donors, development partners and relevant national and international forums.
- Identify opportunities to position Recharge Pakistan's experience and evidence within wider discussions on climate resilience, water, conservation, EbA, GI and related policy priorities.
- Lead communications support for donor missions, high-level visits, stakeholder engagements, conferences and strategic events, including development of briefing and visibility materials.



- Coordinate with donors, government partners, WWF-US and other stakeholders on communications, visibility and external engagement, ensuring appropriate acknowledgement of project partners.

4. Media, Public Awareness & Community Communications

- Manage media engagement and develop press releases, media briefs, articles, interviews and other public-facing communications to strengthen accurate coverage and understanding of project issues and achievements.
- Develop communications and awareness approaches and materials appropriate to communities and local stakeholders, working with SIUs to ensure accessibility, cultural relevance and, where required, use of local languages.
- Promote responsible and inclusive storytelling that reflects community perspectives and local knowledge and appropriately represents women, youth and other project stakeholders.
- Support public awareness campaigns and strategic communications around relevant climate, conservation and environmental issues, project milestones and field interventions.

5. Communications Quality, Brand & Knowledge Management

- Ensure all project communications meet appropriate standards for technical accuracy, editorial quality, project and donor branding, donor visibility, ethical storytelling and informed consent.
- Maintain organized systems for project communications assets, including approved facts and figures, photographs, videos, publications, media coverage, consent documentation and other key materials.
- Establish practical communications guidance, templates and systems for PMU and field teams and support staff in strengthening documentation, photography, storytelling and communications practices.
- Monitor communications reach and performance, including digital engagement, media coverage and other relevant indicators, and use findings to strengthen future communications.

6. Communications Production & Service Provider Management

- Develop communications-related Terms of Reference, Requests for Proposals, scopes of work and technical specifications and support procurement and technical evaluation processes where required.
- Manage and provide technical and editorial direction to communications consultants, agencies, production houses, designers and other service providers engaged by the project.
- Review and quality-assure externally produced communications products, including publications, designs, videos, animations, photography and other multimedia outputs, through to final delivery.
- Ensure communications assignments are delivered to agreed quality standards, timelines, budgets and WWF/donor requirements.



7. Communications Systems, Asset Management and Institutional Memory

- Establish and maintain structured systems for storing and retrieving project photographs, videos, publications, design files, media coverage, consent documentation and other communications assets.
- Coordinate with field teams to ensure regular collection and organization of high-quality photographs, videos, stories and other communications assets from project sites.
- Maintain an accessible repository of approved project facts, figures, key messages, presentations and communications products to support institutional memory and consistent external communication.

Selection Criteria

Education: Master's degree in communications, Journalism, Media Studies, Public Relations, Development Studies, Environmental Studies, International Relations or Social Sciences.

Work Experience:

- Minimum seven years of progressively responsible professional experience in strategic communications, advocacy, public engagement, development communications or a related field.
- Demonstrated experience developing and implementing communications strategies and campaigns.
- Experience communicating complex development, climate, environmental or scientific issues to non-technical audiences.
- Demonstrated experience in digital communications and social media management.
- Experience developing high-quality publications, multimedia products and senior-level briefing materials.
- Experience working with government institutions, donors, development partners, media and communities.
- Experience managing consultants, creative agencies or communications service providers.
- Experience with international development, conservation, humanitarian or similar organization is strongly preferred.

Skills & Attributes

- Excellent written & verbal communication skills, with exceptional command of English and Urdu.
- Excellent editorial, drafting and storytelling skills.
- Strong strategic thinking and ability to connect communications activities with broader programme and advocacy objectives.
- Strong understanding of digital communications, social media and contemporary content formats.
- Strong stakeholder-management and interpersonal skills, including ability to engage effectively with senior government officials, donors, communities, technical experts and media.
- Excellent organizational, planning and project-management skills.



- Ability to manage multiple communications workstreams and deadlines simultaneously.
- Strong attention to detail and commitment to factual and technical accuracy.
- Ability to exercise diplomacy, discretion and sound professional judgement.
- Ability to work independently while coordinating effectively across multidisciplinary and geographically dispersed teams.
- Ability to manage consultants, agencies and creative production processes.
- Working knowledge of communications analytics and performance monitoring.
- Familiarity with design, video-production and digital publishing processes; direct technical design capability is an asset but not essential.
- Advanced working knowledge of Microsoft Office and relevant digital collaboration and communications tools.
- Ability and willingness to travel to project sites when required.
- Adhere to WWF's Values: Courage, Integrity, Respect and Collaboration.

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