



WCMC

**AD1413 NEA Communications Officer -
Communications and Development
Application Pack**



ABOUT WCMC

WCMC is a UK-based registered charity that operates in seamless collaboration with the UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC).

UNEP-WCMC is a specialist Centre on biodiversity, and nature's contributions to society and the economy. The Centre is confronting the global crisis facing nature through its unique position in ensuring science, knowledge and insights shape global and national policy, and by working with partners around the world to build capacity and create innovative solutions to environmental challenges. The Centre uses its position as a respected custodian of powerful and trusted environmental data to create positive impact for people and nature.

"We are in a make or break decade for nature with WCMC set to play a pivotal role in ensuring humanity finally begins to reverse the catastrophic loss of biodiversity globally."

Jonny Hughes, WCMC CEO



Thank you for your interest in the role of NEA Communications Assistant (National Ecosystem Assessment)

We are looking for a Communications Officer to join the National Ecosystem Assessment (NEA) Initiative, to coordinate project communications and outreach activities, supporting countries around the world to implement national ecosystem assessments. The position holder will contribute to strengthening collaboration between policymakers, practitioners and diverse knowledge-holders to include the full value of nature in national decision-making.

With a flair for creating engaging written and multimedia communications materials, you will help plan and generate a pipeline of high-quality content to support and promote the NEA Initiative – from sourcing and writing blogs, online stories and briefings, to social media, video and some graphic design activities. The Communications Officer will also provide ad hoc support and coordination for NEA webinars and events.

The role is predominantly focussed on marketing communications for the NEA Initiative – as part of UNEP-WCMC's Policy Innovation Area – however, the post holder will also sit alongside and work closely with wider UNEP-WCMC communications team colleagues.

ABOUT THE TEAM

The Development & Communications Team increases the visibility and reach of, and secures funding and resources for the critically important work of UNEP-WCMC. We build the awareness and profile of UNEP-WCMC as a global centre of excellence on biodiversity and nature's contribution to society and the economy. Our goal is to maximise the impact of the Centre's work to deliver transformative change for people and planet.

Our growing team of 12 people encompasses fundraising, communications, events, strategic impact monitoring and marketing. Together we work with all of the impact and innovation teams across WCMC and with our partners to build the knowledge, tools and capacity needed to design, fund, promote and deliver our projects as well as monitor the collective impact of our efforts.

The National Ecosystem Assessment (NEA) Initiative at UNEP-WCMC is part of the Biodiversity & Ecosystem Services Network (BES-Net), working in partnership with UNDP and UNESCO. This role will primarily be focussed on marketing communications for the NEA Initiative in close collaboration with WCMC's Policy Innovation Area.



ABOUT THE ROLE

Job Description

Main Purpose

This role will support conservation innovation and impact teams across UNEP-WCMC to develop and execute effective, high-quality communications plans to raise profile, visibility and engagement with their work. You will work within a team of communications professionals to produce written and visual content, generating engaging copy for our online stories and press work, as well as supporting on design and video materials, which will be used to promote our cutting-edge environmental research and projects.

Key Areas of Responsibility

Communications Content:

- Work directly with conservation innovation and impact teams to develop and execute communications plans to promote their work
- Coordinate and execute the creation of communications outputs for projects for use across various communications channels, including copywriting and some multimedia (video and social media) and graphic design materials
- Produce high quality written content, including press releases, news pieces and social media posts
- Support the Communications Team to develop and deliver communications content to increase visibility and reach of UNEP-WCMC

Communications Strategy:

- Support the wider Communications Team to deliver a communications strategy backed by clear targets to maximise the profile and reach and profile of the Centre's work
- Work closely with colleagues in UNEP Nairobi to ensure communications messages are aligned and mutually reinforcing
- Help build capacity of UNEP-WCMC staff to communicate effectively about their work.
- Keep abreast of and integrate the latest issues and trends, both in terms of communications and the environmental sector.

Other Duties

Undertake any other duties as may be required from time to time commensurate with the level of the post, and adhere to such targets as may be communicated by their line manager.

Person Specification

Qualifications/Education

Essential:

- BA in English, Journalism, Marketing or equivalent professional communications-related qualifications.

Desirable:

- Professional qualifications in communications, PR and/or creative communications work.

Experience

Essential:

- Strong background in planning and creating compelling written and visual communications content for a variety of channels and audiences.
- Proven experience of implementing successful communications plans, especially in complex/sensitive topic areas
- Routine experience in coordinating communications across multiple teams and juggling competing demands for communications support.
- Experience of using website content management systems and social media platforms (Twitter, LinkedIn, Facebook).
- Demonstrable experience of building effective working relationships with colleagues and external partners.

Desirable:

- Experience working in a PR/media-facing/external affairs role.
- Experience creating and editing video content for a variety of platforms and audiences.
- Experience of basic design software (such as Canva) and social media management tools.
- Demonstrable experience delivering advocacy/campaigns-driven communications.
- Prior experience working within the environmental and/or charity sector.
- Experience working in an international organisation.

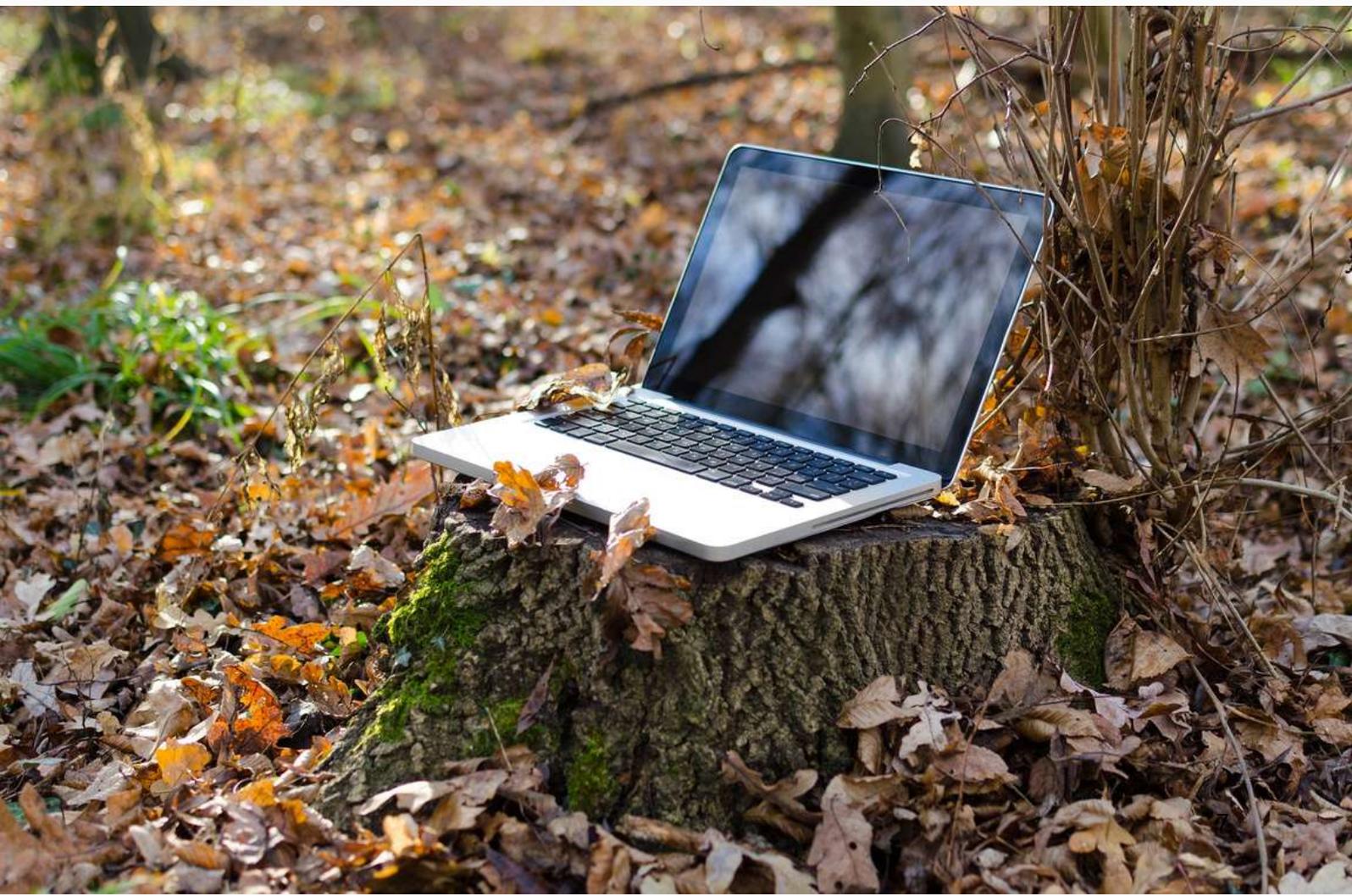
Skills

- Excellent copy writing and editing skills.
- Excellent news sense and an outgoing, proactive approach to story generation.
- Highly creative and a keen visual eye for detail.
- Ability to produce high quality content quickly and to tight deadlines.
- Ability to communicate complex topics.
- Excellent language and communications skills.
- Able to engage and motivate colleagues at all levels of a busy organisation.

Type of Person Required

Passionate about nature conservation, the successful candidate will be a highly creative natural communicator with solid knowledge and understanding about how to strategically use communications to increase the profile, visibility and impact of organisations.

They will be a self-starter, driven and flexible, working alongside a dynamic and supportive team to further develop the Centre's communications efforts. They will also be a keen supporter of others, passionate about building the capacity of all staff to compel and inspire through their communications messages.



OUR OFFER

Job Title: NEA Communications Officer

Team: Development and Communications

Reporting to: Senior Communications Officer

Job Reference: AD1413

Start date: ASAP

Salary: GBP £30,000 to GBP £33,000 per annum, depending on skills and experience

Contract: Permanent, Full-time

Location: The post holder will be expected to reside in the UK. We have a flexible hybrid working policy in place, for further details, please email recruitment@unep-wcmc.org. We are usually able to offer visa sponsorship to the preferred applicant.

This is not a United Nations Post. This position is with the charity WCMC, working in collaboration with UNEP.

As a minimum we aim to match market rates for the conservation charity sector in Cambridge and invest a lot of effort to benchmark our salaries, ensuring that people are rewarded fairly for their role. To add to this, we offer some great benefits - here are the highlights:

- 12% non-contributory pension after 1-year of service (8% after three months).
- Annual cost of living increase and regular salary reviews.
- Good opportunities for progression and promotion around a fifth of staff gaining promotion annually.
- Flexible hybrid working policy which allows multiple combinations of home, office and remote working, including working from anywhere in the world for up to six weeks.
- Life assurance against death in service (4X annual salary).
- Company sick pay which increases with term of service.
- Generous annual holiday allowance of 25 days (FTE), increasing by one additional day each full calendar year worked up to 30 days.
- Scheme to buy or sell annual leave where staff can choose to 'buy' annual leave days or 'sell' unused leave.
- Generous maternity leave, shared parental leave and adoption leave policies that cover 18 weeks at 90% pay after a qualifying service period. Also four weeks paid paternity leave and one week paid grandparents leave.
- Unpaid sabbatical scheme which applies after at least 12 months continuous service with WCMC.
- Free parking at the Huntingdon Road office.
- Eye test costs covered and a contribution of £50 towards prescription glasses if your optician agrees that you need them for VDU use.
- Excellent training and development opportunities, designed for every career stage, with five days minimum training annually for every employee. This can be used flexibly for training courses, attending conferences, webinars or workshops, coaching and mentoring, shadowing or practicing skills or reading.
- Cycle to work Scheme which helps spread the cost of purchasing a new bike.
- Fantastic shared social space and kitchen facilities with free tea and fresh coffee.
- Employee assistance programme and bereavement line to offer help and advice to staff and their families on matters related to wellbeing, finances, relationships, family and more. This includes a number of free counselling sessions if they are needed.
- Brilliant social committee which organises regular fun events and social gatherings.
- Caring Staff Liaison Committee that listens and makes recommendations on continuously improving the working experience for staff.
- Focus on environmental sustainability kept in check by our Environment Committee.
- Free annual flu vaccine.
- Interest free study loans (subject to conditions).
- A diverse and inclusive workplace with over 40 nationalities represented on the staff.

Training

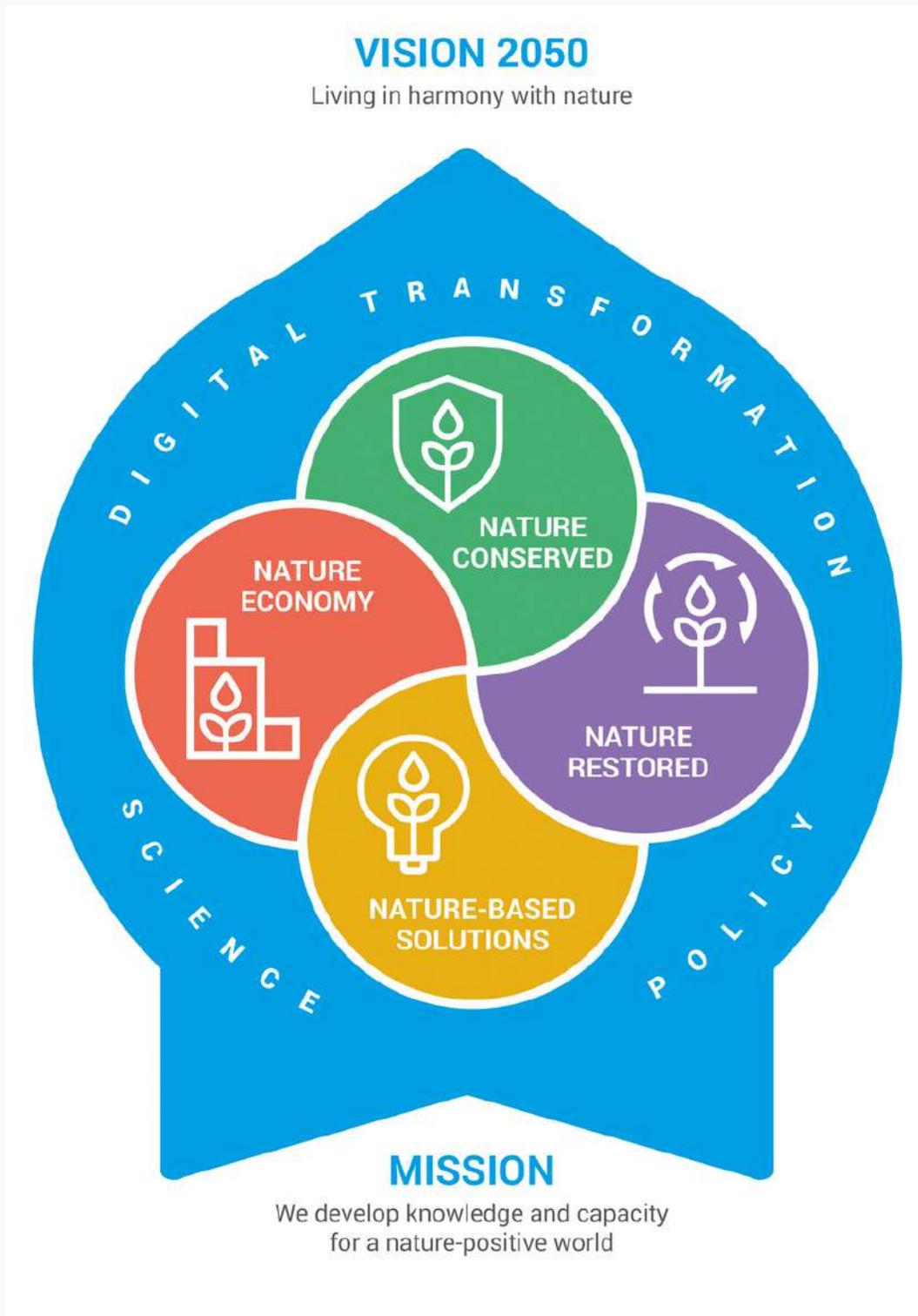
Our aim is to do our best for every person who works for us, so that they build their skills and knowledge over their career with us, and when they leave (some never do!) they are better placed to move onto the next stage of their career.

We have a comprehensive induction programme that spans the first 6 months including what's critical in the first week, first month, and then monthly afterwards.

- We encourage everyone to use 5 days for their own personal development each year;
- Standard training courses which include: management development; coaching culture; resilience; negotiation; pitching and closing a deal, for example.
- We also design our training and performance development reviews and organise bespoke training courses that meet the skill gaps in the organisation and fulfil the training needs of the people within it.
- Peer-to-peer learning from our community of experts, taking advantage of the breadth and depth of knowledge and experience across the organisation.
- Internal and external invited speakers, workshops and talks that anyone can join or initiate.

UNEP-WCMC Strategy

UNEP-WCMC delivers its strategy through four independent impact areas which are complemented by three cross cutting innovation areas.





The people

We have around 200 amazing people who make up our organisation. We are a really friendly bunch of professionals and do not think a single person has ever left the organisation without saying that it is the people that make the organisation fantastic and how much they will miss them when they leave. We truly do have world class scientists and professionals!



The culture

The WCMC culture is very supportive. There are lots of ups and downs in life, and we want to support our people through the difficult patches, so they can flourish again. We have a free employee assistance line that is available to all employees and their families and offers 6 remote counselling sessions and other advice services.

We have redesigned our kitchen and library to make a fantastic social space where you can have a quiet chat or a loud lunch with your colleagues! We have lots of outdoor space including a wildlife pond, which is a popular area for outdoor meetings and relaxation. We also have tea every Wednesday afternoon, with locally homemade cakes and catch up with everyone and everything that is going on at WCMC.

We are affiliated with Cambridge University, and have rooms in the David Attenborough Building that we can use when we wish. UNEP-WCMC is also a member of the Cambridge Conservation Initiative and we often collaborate with our CCI colleagues in our work.

WCMC attaches great importance to addressing safeguarding and ethical considerations in all activities carried out by its staff, including where partner organisations or individuals are part of the delivery of our work. This includes children and vulnerable adults in the community who may be vulnerable to abuse. WCMC acts with integrity, is transparent and expects applicants to share the same values.



Diversity

We really take our diversity seriously, as we operate globally and need to have the people perspectives within the organisation, to fully understand our clients and partners that we work with. Our aim following the introduction of the points based immigration system was to increase our diversity not only in our range of nationalities, but in all protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex).

WCMC has a sponsorship licence and always take the best candidate for the role from a whole range of applicants and offer sponsorship to those that require it. We have people that have worked for us for more than 30 years, and our fantastic internships often attract the best and brightest graduates.

HOW TO APPLY

If you are looking for a rewarding and motivating post, we want to hear from you.

Please complete our [application form](#) and send it together with your [2 page CV](#) and a [short covering letter](#) through this [link](#).

We screen candidates based on skills and experience and not their personal details.

Please do not include a photograph on your CV, and note that any applications which include a photograph may be automatically rejected.

Closing date: 9th July 2023



WCMC

LEARN MORE ABOUT OUR WORK IN COLLABORATION WITH UNEP:



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www.unep-wcmc.org