

Wildlife Conservation Society (WCS)  
Cambodia Program

JOB DESCRIPTION

Position	:	REDD+ Communications Specialist
Project	:	WCS Cambodia Program
Duty station	:	Phnom Penh
Report to	:	WCS Regional Carbon Advisor WCS Cambodia Operations Manager
Contract	:	Full-time, one year; renewable

.....

**Position Summary:**

WCS has been working in partnership with the Royal Government of Cambodia since 1999, providing technical advice and support for the conservation of key habitats and species across the country.

The WCS Cambodia program is growing rapidly! We are expanding our family and are looking for applications from qualified candidates to fill the REDD+ Communications Specialist role to amplify the visibility and awareness of WCS's impact. WCS works in some of the most iconic and biodiverse landscapes in Cambodia in partnership with local communities, local/provincial/national authorities, and private sector partners to conserve forest, protect wildlife and contribute to the improved livelihoods and security of the indigenous and local communities that live in these landscapes.

Market-linked initiatives are a hallmark of WCS Cambodia's innovative approach to conservation, best illustrated by the Keo Seima REDD+ project in Mondolkiri province – WCS's flagship project in its global REDD+ portfolio. Other examples include the Jahoo Gibbon Camp ecotourism product, the Ibis Nest program, and the in-development Northern Plains REDD+ project. To drive the conservation, economic and policy impacts of these initiatives, inspiring communications strategies are required to expand awareness, educate key stakeholders, and attract market actors. This position would play an integral role in achieving the scaling ambitions of these initiatives.

The REDD+ Communications Specialist would oversee a small team supporting communications at the site and national level, with a strong focus on WCS's Cambodian REDD+ projects. The position will report to the WCS Regional Carbon Advisor and will liaise closely with WCS Cambodia's Operations Manager, site-based staff, REDD+ technical advisors, WCS Cambodia leadership and the WCS Global Communications team to develop and execute communication strategies. Based on the in-country lessons learned, the role would also contribute to the communications strategies associated with WCS's growing portfolio of REDD+ projects globally.

**KEY RESPONSIBILITIES**

- Develop a multi-layered, multi-stakeholder REDD+ communications strategy for the two Cambodian REDD+ projects. Key components will include:

- Community awareness and educational materials used as part of stakeholder engagement processes and communicating key project activities and achievements.
- Improving the content, frequency and reach of the project's social media and web platforms.
- Development of project promotional and marketing materials for various end-users including donors, government partners, and prospective REDD+ credit buyers.
- Proactively engaging media outlets to promote nuanced and complex narratives around REDD+
- Oversee, manage and monitor the implementation of the above strategy in concert with national WCS Communication Officers based at the Keo Seima and Northern Plains sites, as well as the existing communications strategy of the Tonle Sap landscape.
- Develop an ecotourism marketing strategy for the Keo Seima Wildlife Sanctuary and oversee its implementation in concert with WCS's National Communication Officers and hired marketing firms, as necessary.
- Perform regular analysis of communications strategy impact. Report on key metrics and identify opportunities.
- Contribute to the development and implementation of WCS's global REDD+ communication strategy in collaboration with WCS's Global Communications team and Everland, the Keo Seima REDD+ project marketing agent.
- Supervise and build the capacity of the WCS Cambodia communications team.
- Support in the development of communication and marketing strategies, materials and content for other WCS Cambodia landscapes, as needed.

## **QUALIFICATIONS**

### **Required**

- A university degree in communications, digital marketing, media or a related field.
- Minimum of five years' experience working in social media, communications and/or journalism.
- Experience working on rural development, environmental and/or conservation campaigns preferred, ideally in South East Asia.
- Excellent English writing and editing skills.
- Knowledge of and experience in executing and creating communications plans using multiple channels – paid, earned, shared and owned; i.e. the PESO model.
- Self-motivated, with an ability to work independently.
- Ability to work comfortably and effectively working across diverse cultures and stakeholder groups.
- Ability and willingness to travel to remote field sites for extended periods, as necessary.
- Competency in the use of Adobe Creative Suite, specifically Adobe Illustrator and Adobe Premier video editing.

**Application Process:**

Interested candidates, who meet the above qualifications should apply by emailing an application letter and CV together with salary requirements and the names and contact information of three references to: [cambodiahr@wcs.org](mailto:cambodiahr@wcs.org) by March 11th, 2022 deadline. Please include “REDD+ Communications Specialist” in the subject line of your email.

WCS is an equal opportunity employer and the organization complies with all employment and labor laws and regulations that prohibit discrimination in hiring and ensures that candidates from all backgrounds are fairly and consistently considered during the recruitment process. We are dedicated to hiring and supporting a diverse workforce. We are committed to cultivating an inclusive work environment and look for future team members who share that same value.

The organization provides equal employment opportunities for all qualified candidates. The organization does not discriminate for employment based on age, color, disability, gender identify, national origin, race, religion, sexual orientation, veteran status, or any other characteristic protected by laws and regulations

Please note that only short listed candidates will be contacted for interview.