



JOB DESCRIPTION

Position:	Strategic Communications Consultant
Reports to:	Conservation Impact Technical Advisor
Location:	Remote or Phnom Penh, Cambodia
Start Date:	01 January 2025
Duration:	3 months
Country Program/Sector:	Global Conservation Program-Greater Mekong
Position Type:	Consultancy; flexible time
Internal liaison:	Director of Policy and Program Development Director of Communications
Expected travel:	None, Cambodia-based individuals may be asked to travel to Mondulhiri

Organization Background

The Wildlife Conservation Society (WCS) is a US non-profit organization established in 1895 and based in New York, that saves wildlife and wild places by understanding critical issues, crafting science-based solutions, and taking conservation actions that benefit nature and humanity. With a presence in more than 60 nations, and experience helping to establish over 150 protected areas across the globe, WCS has amassed the biological knowledge, cultural understanding and partnerships to ensure that vibrant, wild places and wildlife thrive alongside local communities. In the Greater Mekong WCS has country programs in Cambodia, China, Laos, Myanmar, Thailand and Vietnam and is managed through a dispersed regional network with a hub in Bangkok.

Position Background

WCS Cambodia provides technical and financial assistance to the management of Keo Seima Wildlife Sanctuary (KSWS) REDD+ Project and to the Northern Plains Landscape (NPL) REDD+ project, working closely with the Ministry of Environment, and with Indigenous Peoples and local communities. With funding from the Global Centre on Biodiversity for Climate (GCBC), WCS Cambodia will lead a three-year research project titled 'Recognising and rewarding the contribution of Indigenous knowledge to the sustainable management of biodiversity'. The project is in partnership with the Cambodia Indigenous People's Organisation (CIPO), the Royal University of Agriculture (RUA), Monash University, and the University of Oxford.

This transdisciplinary partnership will identify innovative solutions to support Indigenous stewardship of biodiversity in Keo Seima Wildlife Sanctuary (KSWS), through research on the Bunong people's knowledge and practices, and investigating the co-design of novel incentives mechanisms, such as procurement auctions. Project outputs (including scientific articles, policy briefs, and outreach events) will directly influence the KSWS REDD+ project, global environmental policy, and empower Indigenous communities to advocate for the recognition of traditional knowledge and management practices in their engagement with climate and biodiversity financing.

Position Summary

The consultancy will proceed in two phases. In the first phase, you will define the communications strategy, ensuring it reflects the project's priorities and constraints. The second phase focuses on establishing the tools and systems required to operationalize the plan and create a seamless handover to the WCS team.

Depending on the agreement, you may be able to remain involved in the project's implementation phase.

You will work closely with the WCS project team and project partners to identify audiences, develop initial messaging, and determine the best channels and content types for sustained engagement. Based on these insights, you will develop a strategy that provides a clear three-year roadmap for the project's communications activities.

Beyond planning, you will take the lead in building the infrastructure needed to operationalize this strategy. This may include setting up web pages, developing branding guidelines, producing templates and materials such as project flyers or presentations. You will also support the preparation of the project launch event aiming to build momentum and visibility at the project's outset.

This role demands a strategic thinker with strong execution skills and the ability to synthesize input from diverse stakeholders into a coherent and actionable communications framework.

Proposed Timeline

Phase 1 | Defining the communications strategy | 6 weeks from start date

- Conduct preparatory work, including reviewing project documents and holding discussions with key team members and partners to clarify the project's communications objectives.
- Identify key target audiences and their specific information needs.
- Develop preliminary strategic messaging that connects the project's objectives with its audiences in a compelling, actionable way.
- Outline the most effective engagement channels and activities to reach these audiences.
- Deliver a comprehensive communications strategy document, including a detailed communications plan, timelines, and resource requirements.

Phase 2 | Establishing the communications infrastructure | 6 weeks following the completion of Phase 1

- Set up core communications infrastructure, including web pages, branding guidelines, templates, and initial materials such as project flyers or presentations.
- Coordinate any recommended launch events to ensure smooth execution and early visibility.
- Transfer operational responsibility for communications systems and tools to the WCS team, accompanied by training or documentation as needed.

Deliverables

1. A comprehensive communications strategy document that outlines objectives, target audiences, messaging framework, engagement channels, and a three-year roadmap with timelines and resource needs.
2. Core communications infrastructure, including social media content, branding guidelines, templates for presentations and materials, and a project microsite or webpage ready for handover.
3. Support planning and delivery of a project launch event, if recommended.
4. A complete handover package with training materials and documentation to transfer management of communications systems to the WCS team.

Requirements and Skills

The ideal candidate will bring a blend of strategic vision, technical expertise, and hands-on experience in communications. A background in conservation communications or similar fields is preferred but not required. Key qualifications and skills include:

- A minimum of five years experience in strategic communications, with a proven track record of developing and implementing impactful strategies across diverse audiences and media platforms.
- Strong ability to distill complex, technical, or scientific information into clear, compelling messaging tailored to specific audiences.
- Experience working collaboratively with diverse stakeholders, including government agencies, Indigenous communities, and academic or NGO partners, preferably in cross-cultural contexts.

- Strong project management skills with the ability to meet deadlines, manage competing priorities, and deliver high-quality outputs under tight timelines.
- Fluency in written and spoken English is required.
- Interest in conservation, Indigenous Peoples, or development issues is a plus.
- Familiarity with working in Cambodia or the broader Greater Mekong region is an advantage.
- Proficiency in Khmer is a bonus.

Interested applicants should submit a single PDF that includes a CV, cover letter, and financial proposal. The PDF must also contain two work samples that demonstrate your relevant experience. Examples of work samples include links to websites you have created, social media channels you have managed, print materials, reports, blogs, or other communications products.

If your proposed timeline differs from the one provided above, please include a clear explanation and justification in your financial proposal.

Please send your application to email cprak@wcs.org by **December 30, 2024 at 5:00PM**.