



## Terms of Reference

### Western Iberia Communications Officer – Volunteer

Rewilding Europe and Associação Transumância e Natureza (ATN), local partners in the Western Iberia rewilding area in Portugal, are currently looking for a full time communication officer on a voluntary basis. The officer would be attached to the Western Iberia rewilding team, living and working in the rewilding area over a six month period.

**Start date:** mid-April

#### **Main role and function**

The main role of the communications officer is to support ATN and the Western Iberia rewilding team in all work related to communications, public relations and marketing. The holder of the post will be the main point of contact for local, national and international media.

The communications officer will report to:

- (i) ATN
- (ii) The Rewilding Europe regional manager and communications manager

#### **Main Responsibilities**

- Implementing ATN's communications strategy, in close cooperation with the ATN Team Leader and Rewilding Europe (RE) Central Team.
- Planning and organizing communications, promotional activities and media events at a local and national level.
- Actively participating in planning and budgeting for communications, promotions and outreach.
- Drafting and implementing communications, promotional activities and media events rewilding and enterprise activities.
- Actively participating in drafting and implementing fundraising strategy.
- Playing an active role in the engagement and relationship management of local partners and stakeholders.
- Advising and supporting the team in its interactions with authorities, institutions, partners and media, and supporting the RE central team in its interactions with international media.

- Generating content for the ATN website, Western Iberia and ATN Facebook page, and overseeing the presence of the rewilding area in social media such as Twitter, Facebook and Instagram.
- Actively reporting to ATN and its partners (monthly reports, formal technical and financial reporting).
- Acting as the first point of contact for local, national and international press and media.
- Ensuring provision of regular (at least weekly) updates, blogs and news items for ATN website and Rewilding Europe website.
- Organizing media events, meetings, seminars, press conferences and other promotional activities.
- Operating daily in the rewilding area to fulfil relevant duties.

### **Key qualifications**

- Experience in communications, marketing and PR, ideally with a social science/journalism/PR background and experience in projects related to conservation.
- Good knowledge of marketing, communication and media relations.
- A creative and very pro-active attitude and entrepreneurial personality with an ability to work independently.
- Fluency in English and Portuguese.
- Excellent creative writing and editing skills, presentation skills, knowledge in the field of photography and videography.
- Excellent social skills, experience in communication at various levels (international, national and local) and to various audiences (environmental, business, tourism, general).
- Passionate about nature, with a keen interest in wild nature, wildlife and field ecology.
- A good team player, with a proactive attitude and problem solving abilities; strong organizational capacities, hands-on attitude and result oriented.
- Knowledge and experience in the development and translation of communication products, such as brochures, leaflets, AV shows and powerpoint presentations.
- Experience in working in international marketing and communications teams, work in a crosscultural environment, and with an understanding of local issues and contexts.
- Passionate about the mission, vision and objectives of ATN and Rewilding Europe.