

TERMS OF REFERENCE – COMMUNICATIONS OFFICER

Position:	Communications officer (1 FTE)
Landscape:	Velebit Mountains
Reporting to:	Rewilding Velebit Foundation Team Leader
Location:	Home office/Working area Velebit Mountains
Type of Contract:	Full-time permanent position with 6-month trial period

REWILDING VELEBIT FOUNDATION

Rewilding Velebit is a foundation with the mission to make Croatia a wilder place and restore nature, mainly in Velebit Mountain landscape. Primarily, Rewilding Velebit Foundation (RVF) work focuses on implementing activities to create the wildlife corridor, restore natural grazing and support local entrepreneurship. By demonstrating the benefits of wilder nature in practice we want to inspire, motivate and enable others to adopt rewilding as a path to the recovery of nature as an effective practical solution to the challenges confronting the continent at the intersection of biodiversity loss, climate change, and the needs and aspirations of human society. Our mission for Velebit Mountains chain is to be recognized as one of the finest, wildest, largest, best protected and most famous wildlife and wilderness areas in Mediterranean Europe. This will be driven by the quality of its natural environment on a global scale and the contribution it makes to the quality of life, health and prosperity of people living here.

RVF works in close collaboration with Rewilding Europe and other partners to deliver the vision, mission, and objectives of RVF, and in delivering Rewilding Europe's Strategy for 2030.

POSITION SUMMARY

Rewilding Velebit's Communication Officer will lead the development of Rewilding Velebit's communication strategy and its implementation by engaging relevant strategic stakeholders and the general public to understand, promote and support rewilding on local, national and international level.

The Communication Officer's work will focus on building engagement to foster an enabling policy and economic environment for rewilding. This includes showcasing the rewilding efforts and impact on the ground to an international audience as well (social media, press).

The Communication Officer will work closely with the Rewilding Velebit Team Leader, Rewilding officer, and Enterprise manager. The Communication Officer will ensure synergies with the Communication team of the Rewilding Europe Central Office and colleagues in other rewilding landscapes. The position is very operational and results-oriented and requires the ability to create inspirational, positive and engaging media content around all relevant rewilding topics.

Main Role and responsibilities

- Developing communication strategy for the Rewilding Velebit landscape, including a strategic analysis of key stakeholders and setting of clear goals, objectives and deliverables of this strategy;
- Ensuring the delivery of the Communication Strategy according to Communication Action Plan;
- Planning and organizing communication/promotion/media events at local and national levels;
- Promotion of the Velebit Mountains as one of the top rewilding landscapes and tourist destinations, in collaboration with strategic partners;
- Drafting and carrying out communication/media/promotion plans for nature-based activities in the rewilding Velebit landscape;

- Planning and budgeting for communication, promotion, and outreach of the rewilding Velebit landscape at the European level;
- Developing synergies with the Communications Managers of Rewilding Europe's Central Team and with the communication colleagues in the other rewilding landscapes of Rewilding Europe's network.

Operational tasks

- Very proactive engagement and relationship building & management with local partners and stakeholders in the rewilding Velebit landscape who are critical for the success of the initiative, according to the Communication Strategy;
- Advising / supporting the team in contact with authorities, institutions, partners, and media;
- Press:
 - writing and planning press releases and building relationships with journalists relevant to rewilding;
 - first contact person for local and national press and media for the rewilding landscape
 - supporting the Rewilding Europe's central teams in the contact with international media;
- Ensuring regular updates, blogs, and news items for Rewilding Velebit's web and social media presence, and for Rewilding Europe's website to promote rewilding actions on the ground as part of a bigger mission to make Europe a wilder place and the benefits this brings to nature and people;
- Development and management of the rewilding Velebit website (in development) according to Rewilding Europe's brand guidelines and including creating and uploading engaging and high-quality content;
- Development and management of the rewilding landscape's presence on social media such as YouTube, Facebook, and Instagram as part of the integrated social media content strategy of Rewilding Europe;
- Publications: ensuring well-written, edited, translated and designed communications materials such as articles, interviews, news, presentations, and different publications (reports, studies, etc.), where needed in close collaboration with service providers such as designers and translators;
- Events: planning and organizing stakeholder engagement/external promotion/media events at local and national level; supporting the organization and participation in various other events such as team meetings, stakeholder meetings, workshops, training, seminars, field trips, street events, wildlife exhibition etc.;
- Keeping abreast of developments and innovations in the field of communications/marketing and importing relevant tools/ideas in order to reach and engage with existing or new audiences;
- Monitoring: ensuring regular media monitoring and keeping colleagues of your team and Rewilding Europe informed on burning/hot issues/developments in fields of interest and (jointly) preparing reactions where necessary.
- Seeking and creating synergies with other initiatives, fields of activity and organisations to capitalize on other opportunities, increase efficiency, reach and boost impact;

Desired qualifications

- University Degree in Communication, Public Relations, Journalism, Marketing or another related field is necessary and/or highly-experienced qualified candidates
- Croatian language native; fluently in English, oral and written.
- Computer literacy and experience with website management (preferably Wordpress).
- Excellent knowledge of social media platforms, familiarity with the latest digital technologies and Social media trends.
- At least 3-year experience in communication – both strategic and operational – ideally with a journalism/PR background, extensive communication and PR experience related to conservation.
- Knowledge and experience in development / translating of communication products, such as brochures, leaflets, multimedia products and presentations.

- Experience in working in international marketing and communications teams, work in a cross-cultural setting and with an understanding of local issues and contexts.

Desired skills and competencies

- Energy and drive, commitment to making a difference.
- A team player, committed to building a strong team and sharing success with colleagues.
- A creative and very proactive attitude and personality with an ability to work independently.
- Personal field passion and experience of nature, a lust for the wild and a keen interest in rewilding.
- Background or knowledge in ecology and nature is highly recommendable
- Good knowledge about communication and media. Well-developed contacts with media circles (local and national).
- Excellent creative writing skills in Croatian and English aimed at a wide audience.
- Excellent social skills, experience in communication at various levels (national and local) and to various audiences (environmental, business, tourism, general).
- Excellent presentation skills.
- Availability to travel in the project area

How to apply

Applications, including your CV and a motivation letter, both Croatian and English, should be sent to marija.krnjajic@rewilding-velebit.com before the **26th of February 2023**.

For further information please contact marija.krnjajic@rewilding-velebit.com

We are looking forward to receiving your application!