



Vacancy for the position: **Communications Officer**

Insamlingsstiftelsen Rewilding Europe – Sweden (Rewilding Sweden)

Landscape:	Swedish Lapland
Reporting to:	Swedish Lapland Team Leader (Rewilding Sweden)
Location:	North Sweden (e.g., Umeå, Luleå, Boden or close by)
Type of Contract:	Full time (100%) position with 6-month trial period
Starting date:	According to agreement
Salary:	Competitive, depending on experience and skills

About Rewilding Sweden

Rewilding Sweden¹ is a Foundation with the mission to make Sweden a wilder place. The initiative have a current spatial focus on the northernmost Swedish counties of Norrbotten and Västerbotten ("wider Lapland"), but also collaborate with, and support, other rewilding initiatives elsewhere across the country. The landscape in which the organization operate contain various types of habitats; coniferous forests, peatlands and rivers bordering to the Baltic Sea in the east and mountains in the west. The forests have been intensively managed for forestry, with clear-cutting and plantations, resulting in loss of biodiversity as well as recreational values. The majority of the rivers have been exploited for hydropower and vast areas of peatland have been drained.

Rewilding Sweden's overarching approach is to rewild landscape processes relating to degraded catchment hydrology (including rivers and wetlands) and vegetation (e.g., forests), in order to facilitate animal and plant keystone species that by their work create living conditions for a wider natural biodiversity. Our holistic landscape approach goes under the slogan "Wilder Waterscapes" ("Vildare vattenskap"). Rewilding in the area will not only be important to ecosystems, but also to local communities and visitors now and in the future. Therefore, besides the "Waterscape"-approach, a priority line of work is the development of nature-based business models, and a prime goal for Rewilding Sweden is to help local communities to be able to live with, and earn money from, preserving nature and wildlife.

Rewilding Europe and Rewilding Sweden work in close collaboration to deliver the vision, mission, and objectives of Rewilding Sweden, and in delivering Rewilding Europe's Strategy² for 2030.

¹ <https://rewilding-sweden.com>

² <https://rewildingeurope.com/news/rewilding-europe-launches-ambitious-new-strategy-for-2030>

Position summary

In order to strengthen local visibility and promote our teamwork to rewild the landscape, we are looking for a Communication Officer, who is located in the area.

The **Communication Officer** will contribute to the mission of the organisation by engaging relevant strategic stakeholders and the general public to understand, promote and support rewilding on local, national, and international levels.

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 a local, national, and international audience (content creation, social media, press).

The Communication Officer will work closely with all members of the landscape team. The Communication Officer will ensure synergies with the Communication team of the Rewilding Europe Central Office and communication 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 a Communication Strategy for the rewilding 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 through a Communication Action Plan, by carrying out the daily communication activities and tools in close coordination with the team leader and team members.
- Very active in the engagement and relationship building & management with local partners and stakeholders in the rewilding landscape who are critical for the success of the initiative, according to the Communication Strategy.
- Ensuring synergies with Rewilding Europe's Central Team and with the communication colleagues in the other rewilding landscapes of Rewilding Europe's network.
- Planning and organising communication/promotion/media events at local (and national levels).
- Promotion of the rewilding landscape as one of the top rewilding landscapes and tourist destination, in collaboration with strategic partners.
- Assist the Team Leader in fundraising activities.

Operational tasks

- Advising and supporting the team in contact with authorities, institutions partners and media.
- Developing and managing high-quality content (text & visual) for website and social media showcasing our rewilding efforts and impact in the landscape, aligned with Rewilding Europe's content and branding strategy.
- Writing and planning press releases and building relationships with journalists relevant to rewilding. Supporting Rewilding Europe's central team in contact with international media.

- Writing, editing and translating various communications materials such as articles, interviews, news, presentations, and publications (reports, studies, etc.) and where needed in close collaboration with service providers such as designers and content creators.
- Planning and organizing stakeholder engagement/external promotion/media events at local and national level; supporting the organisation and participating in various other events such as team meetings, stakeholder meetings, workshops, trainings, seminars, field trips, street events, etc.
- 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.

Knowledge

- University Degree in Communication, Public Relations, Journalism, Marketing, or other related field (or equivalent working experience)
- Swedish language native (excellent writing skills will be mandatory); fluently in English, oral and written.
- Have basic knowledge about nature conservation and the north Swedish ecosystems as well as their challenges and current degradation status (related to forestry, ditching, channelization of waterways etc.)
- Computer literacy and experience with website management (preferably Wordpress)
- Experience from working with Adobe Photoshop, InDesign, and Illustrator
- Excellent knowledge of social media platforms, familiarity with the latest digital technologies and social media trends

Experience

- At least 3-year experience in communication – both strategic and operational – ideally with a journalism/PR background, extensive communication and PR experience in projects related to conservation.
- At least 3 years of experience in text writing and editing.
- 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 cross-cultural settings and with an understanding of local issues and contexts.

Skills and Abilities

- 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 pro-active 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

- Good knowledge about communication and media. Well-developed contacts with media circles (local and national);
- Excellent creative writing skills in national language 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
- Living in the rewilding landscape or high availability to travel and stay on a regular base.

We offer

- The opportunity to make a difference.
- Challenging and fulfilling work in one of Europe's most exciting rewilding landscapes
- Friendly and highly professional working atmosphere in an international context
- Varying tasks and independent work style
- A pleasant working atmosphere and great learning environment

How to apply

Applications, including your CV and a motivation letter, both Swedish and English, should be sent to jobs@rewilding-sweden.com before the 2023-10-27. For further information please contact henrik.persson@rewilding-sweden.com. We are looking forward to receiving your application!