



Head of Communications and Advocacy

Job announcement

Job Title: Head of Communications and Advocacy

Location: Home base is the Global Office in Ede-Wageningen, The Netherlands

Reports to: Chief Executive Officer

Manages: 4-5 Communications and Advocacy staff in Global Office and leads global team across the office network

Salary: €65,000 – €71,000 euros - negotiable dependant on experience

Background

[Wetlands International](#) is a worldwide, non-profit organisation with more than 60 years of experience. Our organisation is made up of a network of offices, with outstanding technical staff around the world. By enabling others to safeguard and manage wetlands better, we help to reconcile conflicts over water, reduce the risks and impacts floods and droughts, meet future food needs and tackle climate change. Wetlands act as water sources, sinks and purifiers. They protect our shores. They are Earth's greatest natural carbon stores. They support abundant and unique nature. But we have lost much of this wetland treasure. Since 1900 more than 64% of freshwater wetlands have been lost through drainage and conversion and much of the rest have been degraded. This leaves people and nature vulnerable. It's time to reverse this trend. Together with many partners around the world, Wetlands International works to safeguard and restore wetlands to benefit people and nature.

Wetlands International is a highly credible and influential player working at the interface of nature, climate, water and human security issues. The knowledge and experience of Wetlands International is key. We are present in the places where wetlands matter most for people and nature. From local presence and small beginnings, we connect sectors to enable whole landscapes to be transformed. We have demonstrated solutions through landscape-scale programmes that run over decades.

We use this evidence in advocacy to adjust national and international policies, investments and practices. Through focused campaigns and partnerships, we encourage other governments, companies and financial institutions to follow suit. Business as usual approaches to development will not achieve the Sustainable Development Goals and the Paris Climate Agreement. Taking care of and reviving wetlands as part of nature-based solutions will be needed to safeguard development progress and improve human security.

Purpose of Role

Wetlands International has a clear niche and vision plus a wealth of experience and compelling stories. The organisation wants to take its global visibility and influence to a new level, to help leverage real change in terms of policies, investments and practices that affect wetlands. The Head of Communications and Advocacy is responsible for the strategic direction and coordination of our communications and advocacy efforts across the world, in cooperation with our 20 network offices, the largest of which now employ dedicated communications professionals.

As a member of the global Strategic Management Team, s/he takes collective responsibility for the organisation's strategic development and impact. The Head of Communications and Advocacy liaises with the CEO on a regular basis and manages a staff team in the Global Office.

Primary responsibilities

- Leads the development and implementation of a clear and simple Communications and Advocacy strategy for the global network organisation, linked to our Strategic Intent.
- Enables the adoption and overall vision and strategic priorities for communications and advocacy via the global Strategic Management Team of the network organisation.
- Facilitating and guiding implementation of overall vision and strategic priorities via the global Strategic Management Team of the network organisation.
- Manages the Global Office communications and advocacy team, making sure members have workplans in accordance with the organisational priorities.
- Develops and leads the international team of communications and advocacy staff, liaises with Programme Leaders and Heads of Offices across the network to ensure that Wetlands International's global impact is maximised and coordinated, including in specific, major programmes, campaigns and products.
- Builds Wetlands International's visibility amongst governments, partners and donors and safeguards the organisations' brand and reputation.
- Represents the organisation and builds relevant media, advocacy and communications networks.

Profile

- Masters degree in Corporate Communications, International relations or equivalent professional experience.
- At least 6 years experience in a relevant role.
- Commitment to our mission, values and ways of working as an international network organisation.
- Management experience in communications and advocacy, with a track record of successful results. Able to build a high performing team.
- Ability to inspire, empower and work collaboratively with scientific and technical colleagues and partners.
- Demonstrated skills in managing plans, budgets and projects.

- Proven ability to conceptualise, innovate and execute ideas as well as transfer knowledge and skills.
- Confident communicator with experience in external public engagement and media relations, with well-tuned public speaking and writing skills.
- Understanding of / experience of the issues facing NGOs in effective communications, advocacy and fundraising.
- Ability to work as a member of a multi-cultural, inter-disciplinary, global team.
- Diplomat, good listener with strong interpersonal skills and comfortable working across different cultures and levels of society.
- Fluency in spoken and written English essential.
- Knowledge of French, Spanish and/or Dutch a bonus.
- Ability to travel.

How to apply

To apply for the post, please send a letter of application stating the skills and approach you would bring to the role, along with your CV/resume in English in strict confidence BY EMAIL ONLY and in MS Word format, to Zoe Oldham at zoeoldham@darylupsall.com.

Please ensure that documents are sent with the titles ***“your name cover letter”*** and ***“your name CV”*** and state **“Head Comms and Advocacy Wetlands”** in the email subject line. Please let us know, in your covering email, where you found out about the post.

Deadline for applications: Sunday 3rd of March 2019