



Reverse the Red Communication and Engagement Officer Position Description

Type of Employment: Two year, full time consultancy contract

Salary range: USD 40k-45k

Accountable to: Reverse the Red Executive Committee

Background

Reverse the Red is a global movement that ignites strategic cooperation and action to ensure the survival of wild species and ecosystems. Data-driven and collaborative, Reverse the Red unites tools and partnerships to catalyse conservation efforts and support countries in delivering Convention of Biological Diversity targets. This movement is a collaborative partnership governed by an Executive Committee and focused on four strategic pillars:

- **Mobilising national networks:** Catalysing networks of partners, national expert specialist groups and host organisations working together at the national level to undertake assessments, planning and action collaboratively for species conservation.
- **Measuring conservation impact:** Developing and integrating appropriate tools to capture progress and facilitate gap analyses, priority setting and workplan alignment across species conservation efforts. Using these tools to accelerate action, mobilise resources and increase accountability.
- **Empowering communities:** Engaging online and in-person audiences; igniting momentum and messaging for a species-focused social movement; welcoming self-determined engagement from youth and Indigenous Communities.
- **Amplifying success:** Identifying, highlighting and disseminating examples of successful species conservation initiatives; developing diverse media vehicles and partnerships to publicly celebrate Reverse the Red success stories and inspire hope; promoting local storytelling and providing science communication capacity building.

Each strategic pillar is operationalised by a Working Group convened by a representative of the Reverse the Red Executive Committee.

General job profile

The Reverse the Red Communication Officer will play a key role in supporting the workplans of both the *Empowering Communities* and *Amplifying Success* Working Groups. The position requires excellent organisation and project management skills, good communication and relationship skills and innovative thinking. The ideal candidate will have experience in communication practices and platforms to engage diverse audiences, virtual or in-person event coordination and stakeholder engagement. The Reverse the Red Communication Officer will work closely with the relevant Reverse the Red Working Group Chairs and Members, the Executive Committee and wider Reverse the Red Partners. This position is open and available to candidates worldwide.

Key responsibilities

(40% time)

1. Work closely with Reverse the Red *Empowering Communities* Working Group Chair and Members to support the operationalising of their workplan to:
 - 1.1 Support the scoping of who is doing what in biodiversity conservation communication. Identify gaps and overlaps, resources and channels, capacity and willing partners.
 - 1.2 Support the process to collaboratively design a proactive social movement for species conservation that capitalises on the strengths of partners in each country and addresses gaps, and that uses current resources and capacity to mobilise new energy
 - 1.3 Support approaches to activate local partners with appropriate optimism-driven, locally relevant pro-biodiversity educational resources, custom experiences, advocacy and behaviour-change opportunities. And measure the impact of the actions.
 - 1.4 Welcoming self-determined Reverse the Red engagement from youth & traditional owner groups
 - 1.5 Administer regular Working Group meetings, including scheduling, minuting and action item tracking.

(40% time)

2. Work closely with Reverse the Red *Amplifying Success* Working Group Chair and Members to support the operationalising of their workplan to:
 - 2.1. Highlight case study examples of successful initiatives that utilise Reverse the Red tools, including working with Reverse the Red partners to refine templates, tools and mechanisms for case study submission, utilisation and dissemination.
 - 2.2. Showcase successes to partners' constituents and to the general public to grow support for, and increase participation in, Reverse the Red, including through the expansion of existing webinar series to showcase Reverse the Red tools and collaborations, and to highlight successes; development of digital/broadcast/social media vehicles to publicly celebrate Reverse the Red success stories and inspire hope; and promotion of local storytelling and provision of science communication training.

- 2.3. Support the development of regular global reporting mechanisms and a dedicated Species Congress to report on, amplify and celebrate progress in reversing species and ecosystems declines.

(20% time)

3. Carry out other coordination and administration support
 - 3.1. In partnership with the Reverse the Red Executive Committee and Working Groups manage the Reverse the Red
 - 3.2. Attend Reverse the Red Executive Committee regular meetings and other key meetings, which may fall outside regular business hours.
 - 3.3. Provide administrative support as required by the Reverse the Red Working Groups and/or the Executive Committee such as answering queries, preparing materials, organising meetings and events, providing and searching for information on request, etc.
 - 3.4. Work with Reverse the Red Conservation Officer, other Working Groups and the Reverse the Red Executive Committee to ensure effective integration across the four Working Groups' activities.

Desirable knowledge, skills, and abilities

- Bachelor level degree, or equivalent, in communication, human behaviour change or related field.
- Minimum of 2 years related work experience.
- Demonstrated experience and a good understanding of diverse communication platforms, tools and projects.
- Well-developed organisational skills, including demonstrated experience managing multiple priorities and working independently to complete tasks within assigned time frames.
- Demonstrated experience in relationship management, ability to work as part of a team, with respect for and sensitivity to multi-cultural approaches.
- International stakeholder management experience, multi-lingual and multi-cultural or cross-cultural experience are desirable.
- Experience in fundraising and/or donor engagement is desirable.
- Advanced and competent user of social media platforms, standard word processing, spreadsheet, presentation and database software and electronic communication technology (e.g. e-mail, Skype, WhatsApp, conference calls, etc.).
- Ability to plan, administer and record results of work-team meetings and activities.
- Might be required to travel internationally.

Personal specification

- Exceptional written and oral communication, diplomacy and interpersonal skills both in-person and digitally.

- Strong skills in project management, planning and project implementation.
- Ability to effectively work plans to deliver results.
- Self-motivated with an attention to detail.
- Ability to multi-task, handle complex situations, and meet tight deadlines.
- Demonstrated effective interpersonal and organizational skills.
- A commitment to the worldwide role of accredited zoos, aquariums and botanic gardens.
- Fluency in English is a requirement. Fluency in other languages is desirable.
- Ability to work well in a global team to problem solve, self-manage and find solutions.
- An eagerness to expand personal knowledge-base and adapt to new challenges.

Candidates selected in the first round will be asked to present a short case study for the second round.