

**Frankfurt Zoological Society**  
PO Box 14935  
Arusha, Tanzania  
Phone: +255 (0) 732 985 768

**Frankfurt Zoological Society US**  
3810 Argyle Terrace NW  
Washington DC, 20011  
Tel: +1 202-342-1264

**Zoologische Gesellschaft Frankfurt**  
Bernhard-Grzimek-Allee 1  
60316 Frankfurt  
Tel.: +49 (0) 69 943446 0



## **Vacancy: Africa Programme Communications Officer**

### **Background**

Frankfurt Zoological Society conserves wildlife and ecosystems, focusing on protected areas and outstanding wild places. We work in partnership with local institutions to invest in large, biodiverse wilderness areas, for both their intrinsic value and their contribution to the social and economic wellbeing of present and future generations.

FZS maintains long-term conservation programmes in protected areas across Africa, South America, Asia and Europe. Our projects target protected areas in which there is an existing legal framework for conservation as well as an urgent need for financial and technical support. The Africa Programme is the Society's largest and oldest, and currently includes projects in five countries: Tanzania, Zambia, Zimbabwe, Ethiopia and Democratic Republic of Congo. The Africa Regional Office is situated in the Serengeti National Park, Tanzania.

For more information on the Society and our projects, please visit our website [www.fzs.org/en](http://www.fzs.org/en).

### **Job Description**

An outstanding opportunity exists within Frankfurt Zoological Society's Africa Regional Office based in the Serengeti National Park, Tanzania, for a well-organized, highly motivated and result-oriented communications professional to fill the position of **Africa Programme Communications Officer**.

**Role:** The Africa Programme Communications Officer supports implementation of the FZS Africa Strategy through effective internal and external communications, public relations and branding.

**Location:** Based at FZS Africa Regional Office (Serengeti, Tanzania) in the short term; longer-term location to be determined. Frequent travel to project sites throughout Africa is likely, with less frequent travel to FZS HQ (Frankfurt) and/or FZS US (Washington)

### **Position in the organization:**

- Reports to the Africa Director, and is tasked jointly with HQ Head of Communications
- Does not directly manage staff
- Collaborates closely with Project Managers (PMs), HQ communications department and other members of the Africa Programme team

### **Primary outputs in first year:**

- Revised FZS Africa Program Communications Strategy
- At least two project-specific communications/branding strategies
- Increased media coverage of FZS in Tanzania and internationally

- Continuous support to HQ communications with updates and stories from Africa Projects

**Responsible for:**

- Developing and managing communications strategies for the Africa programme and for individual projects, in order to develop and promote FZS and project-specific brands locally, regionally and internationally.
- Supporting FZS team members to help them articulate project vision, goals, and capabilities to a wider audience.
- Crafting of brand identity and communications plans, budgets, timelines, and supporting materials in collaboration with Africa Director and Project Managers
- Designing and implementing impact evaluation mechanisms in line with overall FZS communications strategy
- Supporting programme leadership and Project Managers to anticipate potential and/or emerging problems
- Providing advice and guidance on public relations mitigation strategies, and may lead specific public relations initiatives as appropriate
- Acting as a liaison for external communications including responding to local and international media requests, organizing logistics for and hosting media and journalists at project sites, and supporting permitting of photography/filming for FZS purposes
- Assisting with and/or facilitating visits by VIPs (e.g. major donors, government representatives, diplomatic representatives) to projects, including organizing logistics, preparing project teams, and being available to assist with hosting visitors
- Promoting media coverage of FZS Africa Programme and its projects through production of press releases, media clips, etc.
- Supporting maintenance of website and social media platforms at the programme and project levels as appropriate and in collaboration with HQ communications team
- Supporting the development of fundraising proposals, reports, presentations and other materials
- Developing non-media partnerships (e.g. tourism agencies, civil society) to promote FZS's work and increase awareness of FZS's mission and successes in its host countries and internationally

**Job Requirements:**

*Experience and skills*

- Minimum of ten years of communications work with increasing responsibility in conservation or development sectors
- Experience developing successful communications strategies and brands
- Proven ability to set short- and long-term goals in line with program priorities
- Skilled at building consensus and incorporating team input into strategies and materials
- Experience developing a diverse portfolio of materials and content, including press releases, websites, social media, speeches and presentations, articles, posters, brochures, etc.
- A track record of achieving public relations objectives, Africa experience highly desired
- Able to plan and manage large-scale events, including VIPs and complicated logistics
- Knowledge of photographic and video production, graphic design, websites and social media
- Articulate and confident oral communication and excellent writing skills in English
- Understands the trends and sensitivities of the conservation sector

*Personal Qualities*

- A commitment to conservation, and to the mission and vision of FZS
- Ability to be flexible, creative, and assume high accountability for all areas of responsibility. Must demonstrate strong collaborative spirit and leadership ability.

- Displays strong analytical and problem-solving skills
- Ability to identify and lead the pursuit of new opportunities
- Has an effective, diplomatic and persuasive manner
- Ability to anticipate problems or issues and respond accordingly
- Contributes to a dynamic and positive organizational culture, and acts as a positive role model for others in the organization
- Continually seeks new ways to learn, improve and contribute
- Willingness to live and work in remote areas

**Terms of Employment:** An initial contract of 24 months will be offered. A competitive salary and benefits package will be offered, based on qualifications and experience.

**Application:** Please email a CV and covering letter to [hollie.booth@fzs.org](mailto:hollie.booth@fzs.org) by Monday 6<sup>th</sup> July 2015. Short-listed applicants will be notified within two weeks of closing date.