JOB DESCRIPTION

Position title: Communications and Marketing Officer

Reports to: Programme Manager, KAZA TFCA Secretariat

Location: Kasane, Botswana

Time frame: 3-year contract (with possibility of renewal)

The Kavango Zambezi Transfrontier Conservation Area (KAZA TFCA) Secretariat is the designated entity established by the KAZA Partner States to manage the day-to-day operations of the TFCA. Its overall mandate is to coordinate the development of the KAZA TFCA into a world class conservation area and premier tourism destination. This mandate is executed under the guidance of the KAZA Partner States with support from development partners and a consortium of stakeholders. The KAZA TFCA Secretariat is a multi-cultural working environment.

We are looking for an experienced, dynamic, and qualified Communications and Marketing Officer. The office bearer will ensure that KAZA TFCA Secretariat and Partner States are strategic, coherent, and compelling in their engagement of all key audiences including communities, and other stakeholders such as researchers, NGOs, and cooperating partners with regard to the KAZA TFCA projects, and programmes. Applications are invited from suitably qualified and experienced nationals of Angola, Botswana, Namibia, Zambia, and Zimbabwe.

Main Responsibilities:

- Lead the update; review, implementation and monitoring of KAZA TFCA’s Communication and Advocacy Strategy.
- Development and maintenance of a web platform and archive for presentations, reports, scientific literature, media articles and other documents associated with the KAZA TFCA.
- Leading and coordinating the development, delivery, and monitoring of all communications on various platforms to highlight developments in the KAZA TFCA.
- Compilation and maintenance of a high-quality footage and photo library as well as coordinate with partners for inclusion of relevant imagery/footage of their work in the KAZA TFCA.
- The identification and maintenance of key relationships with media institutions and expand opportunities for earned media.
- Facilitation and organizing of field visits and participation in relevant KAZA activities for stakeholders and/or external media coverage.
- Provision of leadership on annual planning, monitoring, and the evaluation of communication activities.
• Management and nurturing of internal relationships between the five KAZA Partner States on KAZA related communication matters.
• Development of effective audience tailored messages and find innovative ways to strengthen KAZA TFCA’s engagement with relevant audiences.
• Production of timely, relevant and quality communication products that support conservation and development efforts in KAZA by Partner States and stakeholders.
• Use the communication products and services to support KAZA’s M&E efforts particularly in demonstrating impacts.

**Required Qualifications:**

• Proven track record, and at least 5 years of experience in communications and marketing or public relations in relevant portfolios.
• Expert knowledge of traditional and new forms of media to deliver messages to both internal and external audiences.
• A good understanding of the realities of public relations and communications for promoting Tourism, Conservation, and Community livelihoods development in TFCA contexts.
• An understanding of and vocational interest in, conservation and development international development, not-for-profit sector and other related fields would be preferred.
• A good understanding of conservation and environmental issues (ideally for KAZA Partner States) and the use of communications to portray these fields.
• Excellent command of the English and/or Portuguese language.
• Photographic/film making, desk top publishing, working electronic platforms and related abilities will be an advantage.

**Required Qualifications, Skills and Competencies**

• University degree in either; Marketing, Communications, Public Relations, Media Relations, or other related fields.
• Proven track record, and at least 5 years of experience in communications and marketing with background in tourism marketing and communication
• Demonstrated knowledge of traditional and new media to manage the delivery of messages to both internal and external audiences.
• Ability to quickly assess the reputational risks and manage communication to maintain a positive image of the institution.
• A good understanding of the realities of PR and communications.
• Fair understanding or experience in IT, with regard to communications, and multi-media skills.
• Good understanding of sovereignty of the Partner States, sensitivity to political, cultural issues and values.
• Excellent written and verbal communication skills in English and or Portuguese.
• Proven design competencies in developing communication materials for different platforms will be an added advantage.
**Working Relationships**

- **Internal**: Interacts with KAZA Secretariat, Desk Officers, SADC and Partner State institutions.
- **External**: Interacts with non-governmental organisations, academic institutions, the media, donors, specialists / consultants, and communities and other stakeholders.
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COMMUNICATIONS AND MARKETING OFFICER
BASED IN KASANE
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The Postcode Dutch Lottery, through the WWF, will fund this position for the duration of the Dream Fund Project. Although a project-funded position, the scope of work will be broader than the project. The incumbent will provide leadership on KAZA’s communication and marketing activities. The position is under the direct supervision of the Programme Manager.

**Required qualifications and experience:**
- At least a university degree in either communications, marketing, public relations, media relations, or other related fields
- Proven track record of at least 5 years’ experience in communication and marketing, as well as demonstrated knowledge of traditional and new media platforms for communication to different target audiences.

Full job descriptions including qualifications and experience requirements for both positions can be obtained on the [www.kavangozambezi.org](http://www.kavangozambezi.org) and [www.peaceparks.org/careers/](http://www.peaceparks.org/careers/) websites.

**Remuneration:** Negotiable and competitive based on qualifications and experience. Contracts for the positions are renewable, subject to the organisational human resources policy and performance. Successful candidates will be subject to a probation period of six months.

Interested candidates should submit a covering letter detailing their interest in and suitability for the position, as well as a curriculum vitae in English and/or Portuguese, with contact details of three references by 12 March 2021 to: recruitments@kavangozambezi.org.

Please state the position being applied for in the subject heading of the email. Applications should be addressed to the Executive Director.

Only SHORT-LISTED CANDIDATES will be invited to attend interviews.