VACANCY
COMMUNICATIONS PRACTITIONER

<table>
<thead>
<tr>
<th>Position Title:</th>
<th>Communications Practitioner</th>
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<tbody>
<tr>
<td>Duration:</td>
<td>Three Year Contract</td>
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<tr>
<td>Location:</td>
<td>Stellenbosch/remotely</td>
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**BACKGROUND**
Peace Parks is a non-profit conservation organisation that specialises in conservation at scale through the development of transboundary landscapes and the long-term management of key protected areas in partnership with government conservation agencies and communities within these landscapes. We currently focus on the development of five priority transboundary landscapes measuring over 65 million hectares throughout southern Africa and the co-management of ten national parks and protected areas covering over 5.2 million hectares.

**Job Purpose:**
The Communications Practitioner is responsible for implementing Peace Parks Foundation’s communication strategy by effectively communicating with internal and external stakeholders in order to strengthen the voice, brand, positioning and influence of the organisation.

**Role Responsibilities:**
- **Communication Strategy:** Assist with the development and execution of communication strategies that align with Peace Parks Foundation’s mission, ensuring a compelling narrative and effective outreach.
- **Content Creation:** Produce high-quality content, including web articles, press releases, blog posts, social media updates, newsletters, and marketing materials such as brochures, banners, posters.
- **Media and Public Relations:** Cultivate relationships with journalists and media outlets. Prepare and distribute press releases, respond to media inquiries, coordinate interviews, and oversee media coverage.
- **Social Media Management:** Use social media as a platform for brand promotion and engagement by creating engaging content, monitoring discussions, and responding to comments.
- **Internal Communication:** Assist with the develop and implementation of internal communication strategies aimed at keeping employees informed and engaged. This includes creating newsletters, assisting with internal staff events, and supporting other internal communication channels.
- **Stakeholder Engagement:** Build relationships to foster effective two-way communication and collaboration with key stakeholders, including partner organisations, donors, local communities, and government organisations.
- **Educational Outreach:** Develop and implement programs and materials for educational outreach, engaging schools, communities, and the public in conservation efforts.
- **Fundraising Campaigns:** Support fundraising efforts through strategic communication, storytelling, and engaging campaigns that inspire action and support.
- **Environmental Advocacy:** Stay informed of current environmental issues and advocate for policies and practices that align with the Peace Parks Foundation mission.
**Measurement and Reporting**: Utilise analytics tools to measure the impact of communication efforts, providing data-driven insights and recommendations for improvement.

**Brand Management**: Uphold and enhance the Peace Parks Foundation brand identity through consistent messaging and branding in all communications.

**Role Requirements**
- Bachelor’s degree or equivalent qualification in Communications, Marketing, Public Relations, or a related field.
- A minimum of 5 years’ experience in a related field.
- Strong written and verbal communication skills.
- Excellent writing and editing skills.
- Experience in Public Relations.
- Proficiency in using communication and design software/tools.
- Digital and social media expertise Strategic thinking and planning.
- Adaptability and flexibility in a fast-paced environment.
- Ability to work under pressure and handle crises effectively.
- Analytical and data-driven decision-making.
- Strong interpersonal and relationship-building skills.
- Ability to work well within a team.

Interested candidates are invited to submit a [cover letter](#) detailing their interest in and suitability for the position and a [Curriculum Vitae](#), with full address, telephone number, email address and contact details of at least three contactable references. These should be submitted by [10 November 2023](#).

A competitive salary package will be negotiated, based on qualifications and experience.

Applications should be submitted to:
Human Resources
Email: applications@peaceparks.org

**SHORTLISTED CANDIDATES** will be contacted to attend an interview and may be required to complete a written assessment. Should you not hear from us within two weeks from the closing date, your application was unsuccessful.