

## FCC Communications Director

### Terms of reference

#### Primary roles:

- Lead the FCC communications department
- Keep close contact with FCC's PR agency
- Develop and implement FCC communication strategy, key messages & FCC yearly communication plan
- Develop and lead a FCC's ambassador programme;
- Oversee FCC social media presence;
- Maintain a good relationship with local and national media.

#### Specific focuses:

- Propose and administrate budgets for the communications programme;
- Organise social media campaigns;
- Organise an ambassador programme;
- Supervise production of PR material for FCC and its associated entities;
- Supervise organisation of local and national events;
- Develop volunteer programmes;
- Press office tasks;
- Strategic and crisis communication for FCC.

#### Applicants should be able to demonstrate:

- A minimum of three years in a senior position with relevant experience in one or more of the following areas: journalism, public relations, advertising, digital communications or another relevant field; experience in the non-governmental sector a plus as well as experience in the conservation sector
- Experience in media relations using traditional and social media and a variety of platforms;
- Experience in organization of events, preferably at the national level;
- Should be familiar with the work of foundations and conservation NGOs;
- Must have an interest in conservation matters and a passion for nature and wilderness, must be willing to spend time outside in the field to gain first-hand information and experiences;
- Communicative and friendly personality, willingness to network with colleagues from the field, media people, journalists, donors and partners on a professional level;
- Should have an active presence in major social media platforms, including but not limited to Facebook, Twitter, Instagram and LinkedIn;
- Proficiency in Adobe Photoshop, Illustrator and InDesign an asset;

- Should write and speak both English and Romanian fluently.