

## Terms of Reference: Communications Director (interim)

- Temporary, full-time position: 2 years (replacement during maternity leave), *with potential to extend the cooperation and become part of the permanent team*
- Foreseen start Date: from Nov 1st 2021
- Member of the management team, reporting to the Executive Directors
- Based in Brasov (with remote work arrangements possible, and willing to be at the Brasov office few days / month)

### The CARPATHIA project

The CARPATHIA project is one of the largest and most ambitious conservation projects on the continent. CARPATHIA has developed a series of innovative and revolutionary activities and intends to contribute to the creation of the largest and most emblematic national park in Europe ([www.carpathia.org](http://www.carpathia.org)).

### Purpose of the job

- The Communications Director is responsible for managing the communications function of CARPATHIA; the role develops a strategic communications plan for the organization, and will lead and participate in the execution of that plan.
- Experience in an environmental non-profit or communications firm with experience in environmental projects is mandatory.

### Main responsibilities

- Is directly responsible for the development and implementation of the Carpathia's communication strategy and supervises the communications team in implementing the annual communication plan;
- Uses the right mix of communication channels and tools to reach different target audiences:
  - Manages the Comms team, provides them support and guidance in order to achieve the department's objectives;
  - supervises the updating and smooth running of the websites ([carpathia.org](http://carpathia.org), [ferma-cobor.com](http://ferma-cobor.com), [travelcarpathia.com](http://travelcarpathia.com))
  - Social media: oversees Carpathia's presence and activity on Social Media channels
  - PR: coordinates the relationship with the press and the outsourced PR agency; coordinates the ambassador program;
  - Publications: Oversees the planning, development and production of materials within Carpathia

- Events: Oversees the planning and production of Carpathia’s internal and external events
  - Monitoring of comms activities
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- Supports senior leadership in communicating to external and internal audiences
  - Oversees the Local communities involvement and Education initiatives, as part of the CARPATHIA project
  - Oversees the execution of the crisis communication response plan and serves as the single contact person, ensuring all efforts align with the communications strategy.
  - Coordinates and collects ideas for projects/activities, based on results from completed projects or to take advantage of new opportunities.
  - Seeks and creates synergies with other activities, and partnerships with other entities to leverage new opportunities, increase efficiency and impact of Carpathia activities.

## Job requirements

### Education and experience:

- University degree in Communication, Journalism, Letters or other relevant field of study
- 5+ years of experience in a communications role, of which at least 3 years in a leadership position and/or project-based communication management (experience with communication of EU funded projects is an asset)
- Experience with environmental and understanding of nature conservation work is an asset

### Competencies and skills:

- Ability to think and act strategically as well as tactically;
- Very good planning, organising and prioritizing skills, able to meet strict deadlines
- Team player attitude, committed to achieving results together;
- Strong written communication skills, fluent in English and native Romanian speaker;
- Able to work with stakeholders who have different/conflicting interests on the same issue
- Proven people management skills
- Computer literate in MS Office and other communication tools
- Willingness to spend a few days/ month at the Brasov office
- Passion for nature and motivated by the CARPATHIA mission
- Driving licence

Candidates meeting the requirements please send your CV and the Letter of intent by filling the form below or write us at [jobs@carpathia.org](mailto:jobs@carpathia.org).

Join the Carpathia team!

We carefully analyse the received applications and we will contact only eligible candidates. Thank you.