

## **World Economic Forum Nature Pillar, Strategic Communications Head**

(Tropical Forest Alliance, 1t.org, Nature Action Agenda)

The World Economic Forum, committed to improving the state of the world, is the international organization for public-private cooperation.

The Nature Pillar seeks to catalyze political and corporate leadership, systemic change and ground-up transformation towards: i) accelerating the conservation and restoration of key ecosystems; ii) building a nature positive economy; iii) unlocking greater financing for nature-based solutions; and iv) raising ambition and supporting the delivery of the goals of the 3 Rio Conventions & the UN Decade for Ecosystems Restoration.

### **Why we are recruiting:**

A key element of the Nature Pillar's success is its global communications and digital presence, which need to be strategically aligned across the pillar and integrated within the broader Centre for Nature and Climate work. We are therefore looking for a Head of Communications who will report to the Co-Heads of the Nature Pillar.

### **Main responsibilities:**

The primary focus of this role is to oversee the design and execution of an overarching communications strategy for the pillar as a whole, which will inform the communications strategy of each initiative within the platform. The successful candidate will keep abreast of industry trends and news, offer communications intelligence and counsel to senior management, provide access to key spokespeople for reporters, manage crisis communications across the initiatives, provide oversight and manage junior pillar communication staff and build greater knowledge and recognition of global nature-positive efforts.

Key responsibilities include:

- Developing and implementing an integrated strategic communications plan for the pillar, considering the specific communications deliverables of each initiative (Tropical Forest Alliance, 1t.org and Nature Action Agenda), and ensuring alignment with other workstreams within the World Economic Forum including the Forum's media team.
- Providing a vision for and articulating the overarching narrative and key messages for the pillar and its initiatives, and facilitating its integration with the overarching narrative of the Centre for Nature and Climate.
- Shaping strategic media opportunities for promoting a net zero and nature positive narrative, which includes successfully placing thought leadership articles and arranging media interviews with respective Pillar and Forum spokespeople.
- Providing oversight and strategic guidance of communications activities and operations for each initiative: TFA, 1t.org, and the Nature Action Agenda, including managing the respective communications team
- Anticipating key strategic questions and trends affecting our work, evaluating them, and driving proactive and reactive communication engagement, as well as preparing ad hoc position papers/statements in support of specific issues
- Thinking laterally about innovative and stakeholder-centric ways to deliver content to relevant stakeholders through all communications channels, including through the press, internally, via social media and other digital platforms, and through direct engagements

- Developing and maintaining stakeholder relationships with key communications networks and professionals within the relevant sectors (print/broadcast/media) to enhance communications impact and campaign success

### **Requirements and experience:**

- Master's degree in communication, marketing, media engagement, journalism, or other related discipline (a focus on environment and natural resources is preferred)
- A minimum of 15 years of professional experience in cross-sectoral work, building global multistakeholder and communication strategies, preferably on environmental issues specifically related to forests and land
- Technical literacy and high-level experience in leading platform management and community building and engagement
- Demonstrated ability to build and implement social media strategy and to successfully manage media crises
- Relevant experience in building and maintaining relationships across communications networks in both civil society and the private sector
- Demonstrated track record in event-led campaigning with impact
- Ability to advise and influence senior staff, as well as manage junior staff
- Ability to communicate effectively and collaborate with a wide variety of partners
- Outstanding verbal and written communication skills in English; proficiency in other languages, especially French, Portuguese, Spanish or Bahasa Indonesian, an asset
- Ability to operate in a fast-paced environment with resilience and intellectual flexibility
- Analytical thinking, the ability to integrate input from multiple stakeholders
- High standards of professionalism and integrity with a collaborative spirit and positive attitude

### **To Apply:**

Interested candidates must send their resume and cover letter to [tfa@weforum.org](mailto:tfa@weforum.org) by 17:00 CET on June 30<sup>th</sup>, 2022.