

Lion Guardians US Communications Officer Terms of Reference (TOR)

Position: Lion Guardians US Communications Officer

Reporting to: Lion Guardians Director

Position Type: Part-time contract

Location: Flexible

Lion Guardians US is a growing organization promoting the survival of the lion and other imperiled native species in their natural habitats. Lion Guardians US is currently exploring ways to strengthen and improve its communications and media program and materials for its partnering programs in the field (specifically Lion Guardians).

Lion Guardians US is currently seeking a part-time Communications Officer whose main responsibility will be to support the Directors of Lion Guardians Ltd (Kenya) to implement the communications and media strategy. The post holder will write, edit, co-ordinate and publish content across various channels, including the website, social media, and print and online marketing materials. They will also support fundraising efforts by keeping detailed data on supporters and providing any materials required by the fundraising team.

Key Responsibilities:

The Communications Officer will be responsible for the following specific activities:

- Write and share communications materials for social media (facebook, website blogs, Instagram, twitter).
- Field and escalate communications inquiries; including communications to donors, media and other stakeholders.
- Manage all sponsorship or ongoing communications as required.
- Write, design and implement tools for fundraising, marketing e.g., newsletters, quarterly updates, fundraising booklets, holiday cards.
- Maintain a roster of ongoing communications and ensure materials go out on time e.g., holiday cards, letters to sponsors. Work with the Wildlife Guardians US Administrator to ensure all bangles, certificates, annual reports etc also get sent out on time per the gifting table guidelines.
- Record all communication metrics for analysis and input into communications strategy.
- Support donor cultivation through maintaining detailed info on each specific donor.
- Write and develop fundraising materials to support fundraising team including the US fundraiser through providing required communications materials.
- Maintain a library system for any articles or other media on Lion Guardians.
- Ensure consistent branding is used and adherence to Lion Guardians branding guidelines.
- Help with organizing logistics for US fundraising trips.

Qualifications:

- Bachelor's degree in Communications or related field.
- One to three years of formal communications experience, ideally in the NGO/non-profit sector.
- Demonstrated ability to communicate effectively, developing tailored messages and using appropriate tools, language and channels, with various and diverse audiences, including donor audiences, media and local community groups.

- Strong understanding of communications tools and resources, including social media and other web-based medium.
- Excellent, creative written and oral communication skills.
- Excellent organizational skills and high level of attention to detail.
- Ability to handle a high volume of work and complete tasks efficiently and accurately.
- Strong team player that can also work independently.
- Experience or training in writing web content, publishing e-newsletters, launching and maintaining online fundraising campaign and using social media platforms preferred
- Adobe Creative Suite, Wordpress or CMS experience a plus

How to Apply:

Interested candidates may send a CV, cover letter and a writing sample to:

HR@Lionguardians.org ☐ please put: “Application for Communications Officer” in the subject line.

Application Deadline: February 28, 2018