Communications consultant for WWF European Policy Office
Freshwater

TERMS OF REFERENCE

Background

The European Policy Office (EPO) communications activities aim to raise awareness of our EU policy priorities among key target audiences and to support WWF network global goals and campaigns at Brussels/EU level. The EPO communications department is structured, staffed and interlinked with the programmatic objectives to guarantee maximal advocacy efficiency and effectiveness.

Water is essential for human life and a fundamental resource for our nature and our economy. However, freshwater ecosystems are the most threatened on the planet. In the EU, despite major improvements, only 53% of European waters were estimated to reach a healthy status by 2015, missing the target set under the EU’s Water Framework Directive (WFD).

After the success of its #ProtectWater campaign in 2018-2020, resulting in the high water protection standards of the Water Framework Directive (WFD) being maintained, WWF EPO’s advocacy work on freshwater will focus on having this legal framework properly enforced and implemented. Two topics will be particularly central: hydropower, and dam removal.

PURPOSE OF THE CONSULTANT

- To support WWF EPO communications team, mainly freshwater work, for a minimum of 4 months starting on 1 April or earlier if feasible.

Role of communications consultant

The consultant will support WWF EPO’s communications and media engagement activities on freshwater, and specifically on a project on hydropower and dam removal.
This will entail the following tasks responsibilities:

- Create **communication material** (including copy for websites, social media content, marketing materials, press releases, fact sheets, articles, op-eds, reports) which support advocacy needs towards the EU institutions.

- Plan and facilitate **logistics for two events**, including contract negotiations, guest lists, venue preparation, presentation materials, security, catering, entertainment, transportation, equipment, and marketing material.

- Prepare and support coordination of a **Europe-wide communications action** to be delivered in September / later in 2022 including managing the relationship with subcontractors.

- Develop **communication packages** to support key advocacy moments around the Nature Restauration Law, the Water Framework Directive and the revision of the Renewable Energy Directive.

- Proactively identify and develop opportunities for media coverage on **freshwater issues in Brussels**, mainly on the issues of dam removal, WFD enforcement, WFD implementation, and hydropower.

- **Organise media briefings, interviews and events**; monitor media coverage in Brussels/EU and Member State level on water management and freshwater biodiversity.

- **Editing work**: Draft, edit and proofread texts (articles, reports, speeches etc.) in a variety of styles and formats, especially for advocacy purpose.

**Communications Consultant (50% FTE)**

WWF European Policy Office (EPO) is looking for a 50% consultant to support WWF EPO’s communications and media engagement activities on freshwater, and specifically on a project on hydropower and dam removal.

**How to apply?**

Please submit a motivation letter and CV detailing proposed budget and daily rate to recruitments@wwf.eu by 25 March midnight.

Please state “Communications Consultant” in the subject box of your email. Only shortlisted proposals will be contacted.