Global Campaign Manager – Energy

Description

About WWF
For 50 years, WWF has been protecting the future of nature. The world's leading conservation organization, WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 5 million globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.

Mission of the Initiative
WWF will run a one and a half year global campaign to increase investments in renewable energy, and decrease investments in fossil fuels. The campaign provides a great opportunity for a dedicated and energetic person to drive big change externally and within WWF. On behalf of WWF, Mission Talent is searching for an experienced campaigner who understands the complexities of a global organization and can provide direct project management of the campaign while contributing to the creative process.

1. Major Functions
The Global Campaign Manager is responsible for the development and operations of WWF's renewable energy campaign, with launch date in Q1 2013. S/he will lead the further development and implementation of the campaigning strategy, plan and budget; and build and coordinate a virtual team in the WWF network to deliver the results.

2. Major Duties and Responsibilities

- Designs, develops and leads the global campaign;
- Ensures effective budget planning;
- Maintains campaign timeline and ensures the campaign is delivered according to agreed timelines and within budget;
- Assists as required with fundraising efforts for the campaign;
- Manages media monitoring systems and leads analysis and reporting of impact, reach and engagement of campaigns;
- Ensures compliance with all WWF International reporting, donor reporting performance monitoring and review requirements, including quarterly reporting to the GCEI leader;

3. Profile

Required Qualifications, Skills and Competencies

- An energetic and well-rounded campaigner or communicator with at least three years campaign experience; project management and international campaign experience is a must; an understanding of NGO campaigning is desired;
- Should be experienced in cross-cultural communication;
- Must be experienced in new media strategies and able to implement new media campaigns;
- Strong analytical abilities and experience in media research, monitoring and evaluation required;
- Demonstrated ability to deliver projects on time and within budget;
- Demonstrated leadership, team and innovation skills;
- Ability to demonstrate followership;
- Background in communications, media, business or politics in an emerging economy is a strong plus;
- Knowledge of and experience with development and/or environment issues;
- Proven track record in developing successful campaigns at scale (political, consumer or public);
- Computer literacy required;
- Degree in a relevant discipline or equivalent required;
- Strong organizational and interpersonal skills required, including an excellent ability to coordinate multi-office (around the globe), international activities, and to work in a virtual team; must be patient, tenacious and able to work well under pressure;
- Excellent communications skills, both written and oral;
- Excellent command of English; other languages an asset;
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging.

4. Working Relationships

Internal: Campaign management and the GCEI; campaign staff (line management); relevant staff in WWF network, including communications, campaigns, business engagement, markets, finance, climate and energy teams.

External: National and international media; NGO partners, government, business and other external stakeholders/audiences as appropriate. This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organisational needs.

Meta Fields