

JOB DESCRIPTION

JOB TITLE Communications Specialist



A LITTLE ABOUT US

Founded in 1951, The Nature Conservancy (TNC) is a global conservation organization. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters, and oceans at unprecedented scale, providing food and water sustainably and helping make cities more sustainable. One of our core values is our commitment to diversity. Therefore, we strive for a globally diverse and culturally competent workforce. Working in 70 countries, and all 50 United States, we use a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit www.nature.org or follow @nature_press on Twitter.

Our Mission: Our mission is to conserve the lands and waters on which all life depends. Rather than viewing development – including economic growth – and conservation as contradictory goals, we work to demonstrate how nature has value for people and development and how nature can provide enormous economic benefit. We envision a future where people and nature can flourish together.

Our Vision: A world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfil our needs and enrich our lives.

Our Global Team: We achieve this through the dedicated efforts of our 3,800 diverse staff, including more than 600 scientists. We are striving to develop a workforce as diverse as the places where we work, and we have a deep commitment to diversity.

ORGANIZATIONAL HISTORY

Founded in 1951, the Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters and oceans at unprecedented scale, providing food and water sustainably and helping make cities more sustainable. One of our core values is our commitment to diversity. Therefore, we strive for a globally diverse and culturally competent workforce. Working in 72 countries including all 50 United States, we use a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit www.nature.org or follow @nature_press on Twitter.

ABOUT THE ORGANIZATION

Nature Conservancy India Solutions Private Limited (NCIS) is a private limited company incorporated under the Companies Act 2013 and It is a wholly owned Indian subsidiary of The Nature Conservancy. The company currently provides technical consultancy, monitoring & evaluation support and other related services in the domain of conservation and environment to its various clients. The company under Indian laws can also provide fee-based service to clients (development

organisations, Corporates and Govt. Agencies) within and outside of India. The company has all the required registrations under the relevant laws to provide such fee-based services in India.

YOUR POSITION WITH NCIS

The Communications Specialist implements tactics in approved communication and/or media strategies. You need to provide support for organization level communication priorities. This Specialist reports to the Communication Leas and works in close collaboration with PRANA Project, and the PRANA Director. Position is based in Ludhiana, Punjab.

ESSENTIAL FUNCTIONS

The Specialist is a key member of the team, supporting our broader communications, development, and conservation work by developing content, managing projects, and supporting visual communications. This dynamic role will support PRANA, as well as fundraising and broader organizational communications efforts. The position holder will engage with a wide range of team members, partners, and contractors to develop high-quality, well-written content regarding our conservation work. This role's main emphasis will be on content writing for website stories, publications (e.g. fact sheets), donor communications, drafting opinion articles, proof reading technical reports as well as other support required to advance overall communications for The Nature Conservancy India.

RESPONSIBILITIES & SCOPE

- Manages and implements PRANA Project.
- Serves as team lead on assigned communication and/or media initiatives.
- Resolves issues independently within program area.
- Opportunity to act independently within program goals.
- May work with vendors/other parties to execute projects/deliverables.
- Write and edit website stories, publications (e.g. fact sheets), donor communications, drafting opinion articles as well as other support required to advance overall communications.
- Facilitate meetings, interviews, and briefing sessions with media to help them to have better and clearer understanding of PRANA project.
- Coordinate with Communication and PRANA team, project partners to ensure timely approvals and guidance during the strategy development phase as well as of creative ideas for communication products like posters, brochures, newsletters, hoardings, audio visuals, films, mobile messaging, below-the-line marketing events etc.
- Develop and implement communication plans for each project as per approved timeline and calendar of events.
- Oversee design and manage the production of all communication products defined for various channels, including print, radio, mobile, and AV by liaising with various vendors.
- Organize on-ground marketing and awareness events defined in the strategy if required.
- Develop and implement a media strategy for each project aimed at covering project activities as well as positioning opinion articles at opportune times to target specific stakeholders.
- Develop regular internal communication updates for the project to share with TNC network, India Advisory Board and other internal stakeholders.

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field and a minimum 5 years' related experience or equivalent combination of education and experience. Experience cultivating and managing client relationships.
- Experience organizing and coordinating multiple projects.

- Experience writing, editing and proofreading.
- Proven strong management skills and experience in managing staff and teams.
- Experience developing communications, media and engagement strategies and measuring results.
- Experience cultivating and managing client relationships.
- Experience in developing, designing and maintaining organization website.
- Experience in digital and social media communication.
- Experience with outstanding written and verbal English, Hindi and Punjabi language communication skills.

DESIRED QUALIFICATIONS

- Bachelor’s degree in communications, journalism, or related field.
- Minimum of 5 to 7 years related experience in the field of communications.
- Experience writing or editing one or more of the following (in English).
 - Newsletter, magazine, annual report, web-site articles/stories, donor profiles.
 - Presidential acknowledgment letters, campaign brochures.
 - Fact sheets, presentations, or equivalent.
 - Graphic design skills.
- Experience organizing and coordinating multiple projects.
- Experience cultivating and managing client relationships.
- Outstanding verbal and written communication skills in English.
- Excellent writing and proofreading skills.
- Multi-lingual skills appreciated.
- Multi-cultural or cross-cultural experience preferred.
- Experience in producing multimedia communications such as videos & brochures.
- Experience implementing & measuring communication and engagement plans/strategies.
- Familiarity with communication technologies and best practices.
- Knowledge and application of current and evolving trends in communications.
- Values-driven person with desire to make a meaningful difference.
- Media relations experience.
- Experience working in a large, dispersed organization working across different countries and time zones.
- Prior experience of managing communication relationships in an international context.
- Experience in uploading content to websites would be advantageous.
- Should be able to read, write and speak Punjabi.

ORGANIZATIONAL COMPETENCIES

Builds Relationships	Builds productive relationships by interacting with others in ways that enhance mutual trust and commitment.
Collaboration & Teamwork	Works collaboratively with stakeholders across levels, geographies, backgrounds, and cultures to improve decisions, strengthen commitment, and be more effective.
Communicates Authentically	Communicates proactively and in a timely manner to share information, persuade, and influence with the appropriate level of detail, tone, and opportunities for feedback.
Develops Others	Takes ownership to help develop others’ skills, behaviours, and mindsets to help them maximize their workplace contributions.

Drives for Results	Sets challenging goals and objectives based on a strong sense of purpose and high-performance standards and steadfastly pushes self and others for tangible results, while ensuring work-life balance.
Leverages Difference	Demonstrates commitment to harnessing the power of differences strategically; consistently sees, learns from, and takes strategic action related to difference; and demonstrates the self-awareness and behaviours to work across differences of identity and power respectfully and effectively with all stakeholder. Actively seeks to build and retain a diverse workforce and fosters an equitable inclusive workplace by drawing upon diverse perspectives.
Systems Leadership	Thinks and acts from a broad perspective with a long-term view and an understanding of 1) the dynamic nature of large-scale challenges and 2) the need for integrating five key practices: skilfully engaging appropriate people; providing a clear process for change; taking a holistic view of situations; focusing on a small number of strategic actions, while learning from and adapting them over time; and being aware of how one’s own thinking or patterns of behaviour may be limiting change.

NCIS is an Equal Opportunity Employer

Our commitment to diversity includes the recognition that our conservation mission is best advanced by the leadership and contributions of people of all genders with diverse backgrounds, beliefs and cultures. Recruiting and mentoring staff to create an inclusive organization that reflects our global character is a priority and we encourage applicants from all cultures, races, colours, religions, sexes, national or regional origins, ages, disability status, sexual orientations, gender identities, military or veteran status or other status protected by law.

HOW TO APPLY:

Visit this link: <https://careers.nature.org/>

To apply to position number 51074, submit resume (required) and cover letter separately using the upload buttons. **All applications must be submitted in the system prior to 11:59 p.m. IST on Date 30-April 2022**

Click “submit” to apply for the position or “save for later” to create a draft application for future submission. Once submitted, applications cannot be revised or edited. Failure to complete required fields may result in your application being disqualified from consideration.

If you experience technical issues, please refer to our [applicant user guide](#) or contact applyhelp@tnc.org.

The successful applicant must meet the requirements of Nature Conservancy India Solutions’ background screening process.