



Communication Officer

전 세계 100 여 개 국가에서 활동하고 있는 세계최대규모 자연보전기관 WWF(세계자연기금) 한국본부에서 자연과 인류가 조화롭게 공존하는 지속 가능한 미래를 만들기 위한 활동에 함께할 커뮤니케이션 오피서 (Communication Officer)를 채용합니다. 이 포지션은 언론홍보를 중심으로 WWF 기관 홍보 및 환경 이슈에 대한 대중들의 관심과 이해도를 높이는 것을 목적으로 하는 활동을 담당하게 됩니다. 성공적인 과업수행을 위해 미디어 관계자와의 원활한 소통 능력 및 다양한 환경이슈를 이해하고 설득력 있는 글을 작성할 수 있는 업무 스킬이 중요합니다.

Mission / Objectives of the Department

- Build WWF brand identity and raise brand awareness
- Develop marketing communication strategy to enhance public engagement
- Plan and implement campaigns that represent WWF brand and key activities

Major Functions/Objectives of the Position

- Plan and execute communication activities based on WWF strategy and conservation priorities
- Create and manage WWF publications and contents
- Closely work with conservation, partnership, and FR team for contents

Main Tasks & Responsibilities

Working as a full time Marketing Communications team member, the Communication Officer is responsible to following tasks

Media

- Manages all media relations activities, including developing key messages, identifying media outlets/contacts, developing media materials, executing pitches and building relationships with TV, newspaper and magazine reporters, editors, producers and writers, etc. Follows up with reporters to support their reporting and tracks coverage.
- Drafts releases, editorials, op-eds, scripts for interviews
- Coordinates and prepares spokespersons for interviews and serves as a resource to journalists
- Identifies and manages media partnerships and PR agency
- Develops a daily monitoring process, actively identifying relevant discussions for our conservation efforts and ensures timely reactions on them
- Organizes press events, including press conferences and press conference calls

Contents writing and Publications

- Generate, edit, publish, and share content that builds meaningful connections and encourages the public including SNS followers and WWF supporters (non-financial individuals) to take action
- Manages the publishing process including copy development, text review, editing, design, coordination of translation, printing, stock management

General marketing & communication tasks

- Contribute to and supports execution of our marketing & communications strategy and plan
- Develop narratives, stories, pitches, releases, talking points, presentations, and speeches that help advance our mission.
- Conduct administration works that are related to marketing & communication programs deliveries
- Work together within the Marketing & Communications team as well as Conservation/Partnership and Fundraising teams as well as our international team to advance our mission

◆ This job description covers the main tasks and conveys the range of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs

Qualification & Experience	<p><u>Required:</u></p> <p><u>Knowledge</u></p> <ul style="list-style-type: none"> ▪ Bachelor's (or higher) degree needed <p><u>Skills</u></p> <ul style="list-style-type: none"> ▪ Professional job experience in PR/communications ▪ Excellent writing skills ▪ Native Korean speaker ▪ Fluent written, verbal and interpersonal communication skills in English ▪ Ability to work in an international environment and within a multicultural team ▪ Demonstrated ability to deliver projects on time and within budget <p><u>Attitude</u></p> <ul style="list-style-type: none"> ▪ Demonstrated interest in and commitment to WWF's mission and priorities ▪ Identifies and aligns with the core values of the WWF organization: Courage, Integrity, Respect & Collaboration ▪ A team player, stepping up for the team in time of need and sharing successes ▪ Ability to work unsupervised, in a rapidly changing environment
Working Relation- ships	<p><u>Preferred:</u></p> <p><u>Skills</u></p> <ul style="list-style-type: none"> ▪ 5 to 10 years of working experiences in media, PR agency or PR division of private and/or public sectors as communication specialist
Type of contract	<p>Internal: As part of the Marketing Communications team, works with the marketing communications team manager. Collaborate with conservation, partnership, and FR teams</p> <p>External: Media partners, external professional service organizations, subject matter experts in domestic market, governments or marketing agencies, journalists</p>

How to apply?

If you would like to learn more and soon join our team, please send us your application by email to recruitment@wwfkorea.or.kr including following documents **in one MS Word file**; Please use the subject line to indicate which position you are applying for.

1. A letter of motivation in English,
2. A resume in Korean,
3. At least 2 contacts for the reference check

After the document screening, it will be processed as follows;

1. 1st interview
2. Reference check & Online Aptitude test
3. 2nd interview with the Directors

Only short-listed candidates will be contacted. Many thanks for your interest in WWF-Korea and this opportunity.

Please do not put your resident registration number in any application documents specified above. In case any certificate includes your resident registration number, please make sure to conceal the number not to be exposed resident registration number.