



TRAFFIC

# CANDIDATE PACK: DIRECTOR - COMMUNICATIONS

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**TRAFFIC** is a leading non-governmental organisation working to ensure that global trade in wild species is legal and sustainable, for the benefit of the planet and people. At a time of unprecedented biodiversity loss, TRAFFIC provides evidence, solutions, and influence to combat environmental degradation and ensure a nature-positive future. TRAFFIC has significantly grown in recent years, and our new [2030 Strategy](#) lays out an ambitious vision for transformational change and impact.

*We are seeking a Director of Communications to provide strategic leadership and direction for communication, marketing, and influencing of TRAFFIC's work and impact. The Director reports directly to the Executive Director, oversees a four-person communications team, and is a member of the Senior Leadership Team.*





## MISSION AND STRATEGY

Trade in wild species is one of the world's most pressing conservation and development challenges. Global supply chains for wild plants and animals provide livelihoods for hundreds of millions of the world's poor. At the same time, illegal trade – one of the most profitable criminal activities worldwide – fuels environmental degradation and economic losses.

TRAFFIC was established in 1976 by IUCN and WWF to respond to the growing threats posed by illegal wildlife trade and overexploitation. We provide evidence-based solutions through rigorous research and analysis, rooted in science, data, and our expertise. Over the past decade, we have become the leading global trusted advisor to governments and intergovernmental processes, and bring public, private, and civil society stakeholders together in new partnerships.

Today, we have an international network of nearly 200 experts located in ten offices in Africa, Asia, Pacific, Europe, and the Americas – and leverage the conservation expertise of our founders IUCN and WWF, and other partners. We offer a strong network of knowledge across the environmental, social, economic, financial, and political and policy dimensions of trade.

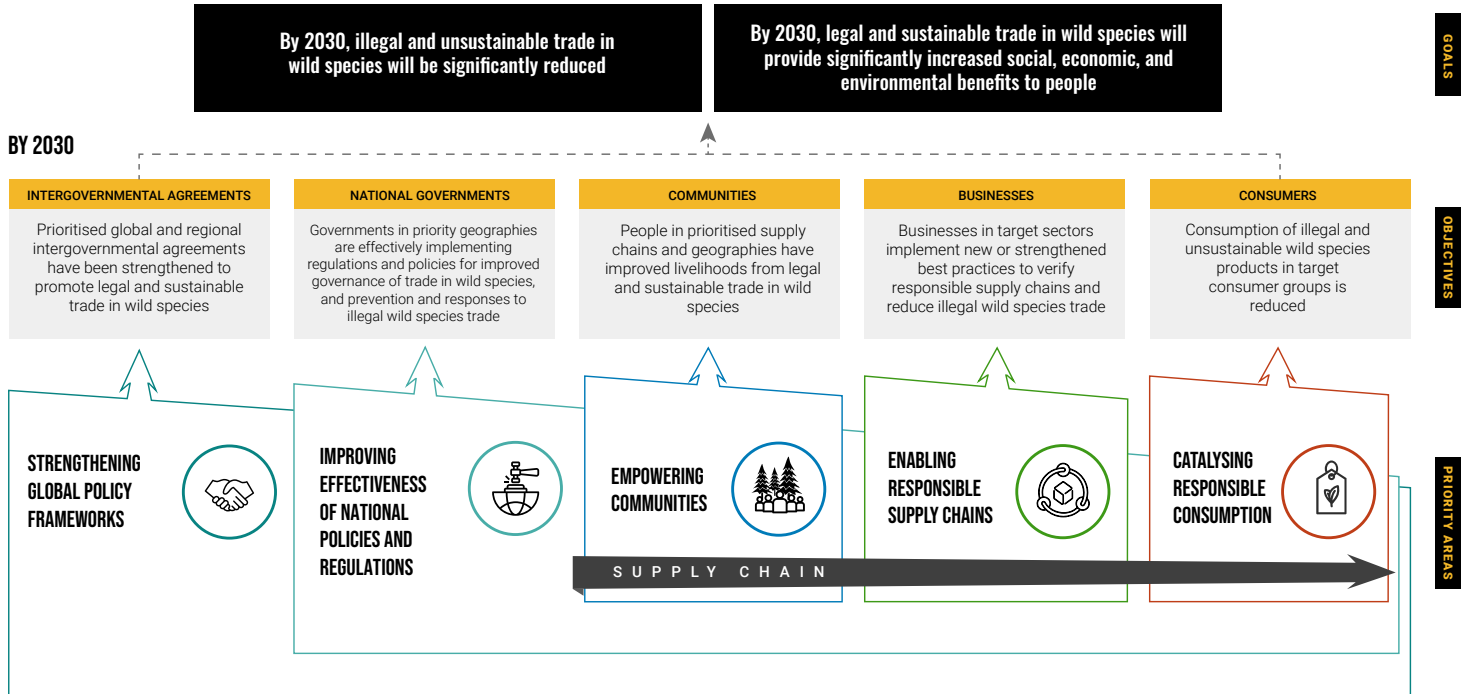
Our new 2030 Strategy frames our mission, goals, and strategic priorities. Over the coming decade, we will drive TRAFFIC's work to achieve two high-level goals to ensure that illegal and unsustainable trade in wild species will be significantly reduced and that legal and sustainable trade in wild species will provide increased social, economic, and environmental benefits for people.

Our five priority areas of focus include: strengthening global policy frameworks, improving the effectiveness of national policies and regulations, empowering communities, enabling responsible supply chains, and catalysing responsible consumption.

As we scale up action in the five priority areas, we will adjust how we work in response to emerging issues and lessons learned from the implementation of our previous 2017-2022 strategy:

- *Doing fewer things but doing them bigger and better*
- *Rigorously prioritising actions that contribute to the 2030 goals*
- *Sharpening our global leadership in data collection, use, and access*
- *Leveraging innovation and technology for impact*
- *Stronger focus of gender and rights-based approaches*
- *Selectively broadening our core partnerships*

TRAFFIC'S MISSION IS  
**TO ENSURE TRADE IN WILD SPECIES IS LEGAL AND SUSTAINABLE,  
 FOR THE BENEFIT OF THE PLANET AND PEOPLE**



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# ORGANISATIONAL AND FINANCIAL INFORMATION

TRAFFIC International is a charity and limited company registered in the UK, governed by a [Board of Trustees](#) in line with our [Articles of Association](#). During the fiscal year ended 30 June 2023, TRAFFIC group income totalled about £12 million.

The Board delegates day-to-day management of the organisation to the Executive Director, who appoints the Senior Leadership Team. The Senior Leadership Team includes the Chief Operating Officer, Senior Programme Director for Global Office, Senior Regional Directors (for Africa, , and Asia), and global functional directors (fundraising, HR, communications, and strategy). The Senior Leadership Team develops strategies and plans for the Board to review and approve, and subsequently monitors and reports on performance against targets.

Our head office, based in Cambridge UK, provides worldwide leadership, coordination, cross-regional and corporate functions. The organisation's local engagement is managed through programme offices operating under the auspices of the UK charity, with staff based in hub offices and at other strategic locations where necessary.

In line with UK Charity and Company law, we produce an annual report each year which includes a full financial review as well as a retrospective look at the achievements of the year just past and identifies key areas of focus over the coming twelve months.

In line with UK Charity and Company law, we produce an [annual report](#) each year which includes a full financial review as well as a retrospective look at the achievements of the year just past and identifies key areas of focus over the coming twelve months.

TRAFFIC is one of eleven members of the [Cambridge Conservation Initiative](#) (CCI), a collaborative partnership that brings together the biggest names in international biodiversity conservation with the University of Cambridge University.





# JOB DESCRIPTION

***The Director of Communications is responsible for managing all communications activities, advising the leadership team on brand management, and supporting the positioning of the organisation to key stakeholders relevant to achieving the 2030 Strategy, including funders and the media.***

## SPECIFIC DUTIES

### STRATEGY AND LEADERSHIP

- Provide leadership for development and implementation of a medium-term communications strategy to broaden TRAFFIC's programmatic reach and deepen impact, in line with the goals and priorities of the new 2030 Strategy.
- Develop and implement an annual communications plan to showcase and broaden awareness of TRAFFIC work, advance brand identity, and increase visibility and influence of programmes across key stakeholder audiences.
- Mentor and lead the communications team based in the global office in UK, and build communications capacity in TRAFFIC's programme offices and convene an organisation-wide network of staff involved in communications work.
- Contribute to the Senior Leadership Team and serve as lead advisor on strategic communications issues to the leaders of the organisation.

### COMMUNICATIONS OPERATIONS

- Oversee Communications Team advice to programme staff on communication strategies and influence plans for major products, including choice of communications tools and approaches to maximize profile and influence.
- Ensure consistency of messaging in communications products with TRAFFIC's policy stances and overall strategic directions, with due attention to reputational risk management, and ensure published outputs comply with agreed style standards and quality assurance guidelines.
- Oversee Communications Team clearance, production, distribution, and maintenance of print and electronic communication materials, including technical reports, relevant donor project reports, annual Charity Commission statutory report, official media statements, and other high profile knowledge products as needed.



- Oversee Communication Team development and implementation of a strong digital and social media strategy, including updating and maintenance of website and strengthening social media engagement.
- Oversee the day-to-day activities of the Communications Team, including annual budgeting, work planning, and staff development.
- Ensure rigorous monitoring and evaluation of the reach and effectiveness of TRAFFIC's communications outputs.

## MARKETING AND PARTNERSHIPS

- Contribute to the production of TRAFFIC marketing and public relations materials that will allow leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers, in collaboration with the programme, policy, and fundraising teams.
- Contribute to the development of TRAFFIC promotional materials and funding proposals for funders, in collaboration with the programme, policy, and fundraising teams.
- Oversee the development, implementation, and maintenance of brand management guidelines for the organisation.
- Coordinate communication planning and delivery with founding partners WWF and IUCN, and other implementation partners as appropriate.
- Identify and nurture new strategic partnerships with relevant global communication initiatives and organisations, in collaboration with the programme, policy, and fundraising teams.



# REQUIREMENTS OF THE ROLE

We are seeking an accomplished leader with significant communications experience, ideally with an international non-profit organisation and with familiarity with conservation work. You will be an inspiring, hands-on leader with demonstrated expertise in empowering, developing, and retaining highly performing teams, including leading indirect teams in a matrix structure. The ability to take knowledge and transform it into exciting and influential messages, and disseminate it to the right audiences through the best distribution channels, is critical.

## Specific requirements include:

- Bachelor's degree in journalism, communications, or related field is required; an advanced degree is preferred.
- Significant professional experience related to international communications, including managing a comprehensive communications strategy, international media relations, and marketing program to advance an organisation's mission
- Strong experience in building, leading and mentoring a team of communications specialists, and engaging direct and indirect reports and peers.
- Inclusive and collaborative leadership style that promotes a culture of diversity, equity, and inclusion, with a focus on empowering and working through others.
- Excellent writing/editing, verbal communication, and presentational skills in English; preferably the ability to work in French, Spanish, or another language relevant to TRAFFIC's work.
- Creative and thoughtful on how new media technologies can be utilized, and strong experience with and understanding of traditional media outlets.
- Demonstrated track record as an implementer who thrives on managing a variety of key initiatives concurrently, with the flexibility and finesse to juggle competing demands, and lead from behind.
- High energy and professional maturity, with the ability to position communications discussions at both the strategic and tactical levels.
- A general understanding of conservation and sustainable development issues is desirable.
- A willingness to travel worldwide on an occasional basis.

# TERMS OF APPOINTMENT

The range on offer for this role is GBP59,000 – 65,000 p.a. The role is expected to be located in Cambridge, UK.

This is a full-time position, based on a UK package. Additional benefits include: 12% employers pension contribution, life assurance (4x salary), and 27.5 days of annual leave (plus bank holidays).

TRAFFIC offers the opportunity to work flexibly and supports hybrid working. In order to maintain the benefits of face-to-face collaboration and a strong organisational community within TRAFFIC and the Cambridge Conservation Initiative, we expect staff in the UK office to work from the office for at least 50% over a two-week period, with a larger portion during the probation period.

# HOW TO APPLY

If you have the talent, skills and experience we are looking for and would like to apply for this position, please upload your cover letter and CV to our recruitment system (hosted by IUCN) at: **IUCN-HRMS Vacancy Details**.

**The deadline for applications is Wednesday 6 September 2023.**

We are committed to promoting equality, valuing diversity, and working inclusively across our entire organisation. We seek to uphold these principles in our behaviour and practices – as an employer and as a global thought leader. TRAFFIC wishes to encourage applications from experienced leaders drawn from a wide variety of backgrounds who can drive and inspire change and contribute to an organisation seeking to create significant and lasting change in the field of legal and sustainable trade of wild species. We particularly welcome applications from under-represented groups, and candidates with disabilities.

Candidates with any queries on this position can contact us at: [recruitment@traffic.org](mailto:recruitment@traffic.org).

**If you share our passion for the natural world and want to help us achieve our vision, we'd love to hear from you.**

## TRAFFIC®

