



## TERMS OF REFERENCE

<b>JOB TITLE:</b>	Communications Assistant
<b>LOCATION:</b>	Fauna & Flora International, Cambridge
<b>RESPONSIBLE TO:</b>	Communications Officer
<b>KEY INTERNAL RELATIONSHIPS:</b>	Fundraising team Director of Development Chief Executive Officer FFI Conservation Regional Directors and Team Leaders
<b>SALARY:</b>	£20,000 pa - pro rata for a six month contract
<b>BENEFITS:</b>	FFI provides access to a stakeholder pension. 25 working days annual holiday entitlement plus Public/Bank Holidays plus non-Public holidays between Christmas and New Year's Day pro rata
<b>HOURS OF WORK:</b>	This is a full-time position, working Monday to Friday from 9.00 to 5.30pm, with a one-hour lunch break.

## BACKGROUND

Fauna & Flora International (FFI) is the world's longest-established conservation body and is a registered charity. Founded in 1903, we now operate primarily in biodiversity-rich developing countries where the needs are pressing but there is little capacity to conserve wildlife and the environment. We support over 180 projects in more than 40 countries.

Expanding beyond our African origins, FFI succeeded in giving conservation a voice on the international stage, drawing worldwide attention to the plight of rare and endangered species.

We were instrumental in establishing much of today's global and local conservation infrastructure, including organizations such as the World Wide Fund for Nature (WWF), IUCN - The World Conservation Union and the Convention on International Trade in Endangered Species of Wild Fauna & Flora (CITES).

People and the environment are often trapped together in a downward spiral. Impoverished communities may consume the few natural resources available to them, which can result in greater poverty, deforestation, degraded soils, polluted water, disease and environmental crisis – a distinctive feature of FFI is our focus on working with local communities to help them develop the capacity to conserve their own biodiversity whilst also improving their well being long into the future.

## **OVERALL PURPOSE**

This role is a diverse and challenging communications position, which is of importance to FFI and will provide the opportunity to interact with a wide range of individuals and organisations. It also offers plenty of scope to learn about communicating and promoting today's key conservation issues. Key responsibilities are:

- To support the communications team to carry out a number of communications and PR activities;
- To support the fundraising team to produce communications for the Conservation Circle, a new major-donor group;
- To provide general communications administration to communications staff and the Director of Development.

The Communications Assistant will be responsible for:

### **1. Producing communications materials and supporting communications and fundraising activities**

- Helping to produce a range of FFI organisation and project-based materials for the fundraising department.
  - Producing copy for FFI materials
  - Editing copy provided by a wide range of staff to make it accessible and attractive to a range of audiences
  - Designing communications materials using a range of software, including Photoshop and Adobe InDesign
- Helping to produce direct mail fundraising appeals, in agreement with the Individuals Giving Officer, to hit income targets;
- Assisting in the production of materials to support FFI's new major donor group: the Conservation Circle;
- Updating FFI and related websites, working with the Communication Officer (web site):
  - Collecting and editing copy
  - Updating website using Dreamweaver and raw html
  - Selecting, captioning and uploading photographs
- Sourcing and editing facts and statistics on FFI's impact and outcomes, and maintaining a central file of these;
- Helping to support FFI's PR-related and fundraising events, including event logistics and delivery;
- Assisting in the production of materials for events;
- Responding to calls for information from the media.
- Dealing with general communications queries from FFI staff and partners.
- Helping to manage and realize the potential of the FFI photographic archive in Cambridge by:
  - Working with FFI project staff to acquire, archive and manage photographic images and video footage in physical and electronic formats.

### **2. Other duties**

- Helping to record expenditure and to monitor budgets
- Coding and processing invoices and purchase orders
- Collecting and filing testimonials, case studies and conservation impact/outcome information
- Preparing communications reports
- Monitoring and recording press coverage
- Representing FFI to external donor audiences at events and one to one meetings.

### **3. Travel**

As part of the position, limited UK and international travel may be required. Both training and operational activities may necessitate overnight stays away from Cambridge, in which case standard FFI procedures apply.



**PERSON SPECIFICATION**

**JOB TITLE:** Communications Assistant

**LOCATION:** Fauna & Flora International, Cambridge

**RESPONSIBLE TO:** Communications Officer

**Key competencies:**

- o Creative thinking and good design skills
- o Ability to write, and edit, attractive and compelling copy
- o Ability to update and administer web site content and communications
- o Willingness to undertake a wide range of administration tasks
- o Ability to translate detailed, and often dry, information into creative and upbeat communications
- o Understanding of the principles of communications strategy

	<b>Essential</b>	<b>Desirable</b>
Qualifications/Skills	Ability to communicate complex information in many ways and to different types of audiences. Creative with an eye for good design. Excellent administration Good written skills including editing Knowledge of Microsoft Office, Photoshop and Dreamweaver A flexible approach to work Commitment to the aims, objectives and values of FFI Involvement in production of materials/working with printers and designers	Ability to work with a range of stakeholders and supporters and to communicate effectively with them. Knowledge of Quark or Indesign Knowledge of HTML Understanding of conservation issues Experience of having worked in an NGO Awareness/experience of fundraising strategies
Experience	Design of promotional materials Copy writing /editing Website design, copy writing and/or website updating	