



JOB DESCRIPTION

Job Title	Senior Strategic Planner (Communications)
Department	Communications
Reports to	Head of Strategic Communications
Location	Living Planet Centre, Woking
Job Level	5
Flexibility	Office based with potential for some home working
Date	

CONTEXT OF ROLE

WWF has a bold new strategy. We need to be more visible and relevant to the UK public to inspire the support we need to fund and influence systemic change – and to ultimately make the continued destruction of nature politically, socially and economically unacceptable. We need to integrate our communications work so that we can be one strong WWF to our external audiences, with a clear mission and inspiring brand. This department leads our organisational planning on external affairs, sets our core narrative, drives our brand reach and engagement, and maximises communications impact through our partnerships.

MAIN PURPOSE AND SCOPE OF THE JOB

As the lead WWF UK external communications planning process, you will be responsible for finding new and effective solutions that will enhance our existing processes for long term planning of our external affairs. You will lead on reporting and evaluation processes while also advising teams in how to develop better briefs, utilising your expertise in marketing and communications to support colleagues in achieving better results. We are seeking a strategic thinker who can deliver practical solutions. With a track record of influencing stakeholders to build your credibility, you will be an excellent communicator with the ability to inspire individuals to work more effectively. You will have a strong marketing and communications planning background, ideally gained within an agency or in-house marketing environment with experience in developing and delivering integrated strategies and campaigns. You will also have significant experience in advising colleagues on communications planning and prioritisation.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

- Ensure the organisation understands our strategic communications priorities and the planning tools in place to manage and communicate our external activity

- Lead the long-term planning and mapping of external activity, across all teams including our devolved colleagues in Scotland & Wales
- Work closely with the WWF International planning team to ensure we are aligned priority communications within our network
- Report into WWF's strategic goal leads, ensuring they are aligned with our processes and strategic priorities
- Lead the process to interrogate the reporting from delivery teams, evaluate and report on the success of communications strategies and make recommendations to enhance future performance
- Support the Head of team in delivering organisational strategy and represent the team at key organisational meetings and leading the communications strategy direction and approach
- Line manage the Strategic Communications Executive to form a strong team focused on planning our communications for greater impact
- Be forward thinking, collaborative, results driven and provide swift problem-solving support at all levels

PERSON SPECIFICATION

EXPERIENCE, QUALIFICATIONS & KNOWLEDGE

- Significant strategic planning experience, proactive, agency or similar experience at a senior level leading project management of campaigns within a complex stakeholder landscape – managing the needs of multiple (internal or external) clients' communications projects
- Demonstrated ability to build relationships, influence and collaborate effectively with key internal and external stakeholders both in the UK and overseas to achieve results
- Experience in leading teams in matrix working systems. The ability to nurture new talent as well as manage up to other experienced members of the team

SKILLS AND COMPETENCIES

- Strategic thinker - proactive, a self-starter who isn't waiting to be briefed with an ability to filter relevant information through a clear, informed point of view
- Excellent communications skills – on and offline key message development (for multiple audiences), multi-channel campaign planning and creative development
- Exceptional project management and planning skills – competent at coordinating multiple stakeholders, managing multiple projects simultaneously and delivering to tight timeframes
- Ability to influence senior management to gain buy in
- Results-driven and target orientated
- Practical, well-organised, able to juggle multiple priorities and good with budgets
- Natural relationship builder – quick to establish, nurture and manage complex stakeholder relationships and bring colleagues and teams together to achieve results
- Thrives in a fast-paced, high-performing environment
- Natural team player and project leader

WWF-UK'S VALUES

WWF-UK's values are: 'We are courageous', 'We are passionate', 'We are collaborative', and 'We are guided by science and inspired by the wonders of nature'. These values should be embedded in your work and behaviour, and any associated policies and processes adopted consistently.

This document sets out key responsibilities of the role and is not intended to be an exhaustive list of tasks and duties. We reserve the right, at our sole discretion, to reasonably vary the responsibilities from time to time depending on the needs of the organisation without changing the level of the role.