



JOB DESCRIPTION

GRI – COMMUNICATIONS OFFICER

Game Rangers International (GRI) is a non-profit organisation established in Zambia in 2008. GRI works in close partnership with the Department of National Parks and Wildlife (DNPW) to empower Rangers and Local Communities to conserve nature. We embrace a holistic approach to conservation and empower Rangers across three core thematic areas: Resource Protection, Community Outreach, and Wildlife Rescue.

The role of Game Rangers International's Communications Officer is to manage the organisation's external communications. This includes our growing social media platforms, email marketing, website, and blog. Adhering to the brand guidelines and tone of voice, the CO will be responsible for scheduling the above in a timely fashion, ensuring flexibility around any breaking news that may occur and liaising with partners as per the various communication agreements in place. The objective of communications for the organisation is to communicate GRI's holistic approach to conservation and to inspire our audience to react and get involved with various layers of support.

Terms: 40 hours per week, based in Lusaka, Zambia but with regular travel to GRI Camps in Musa and Kafue National Park. May also be called upon to travel with teams attending elephant rescues or other breaking news stories.

Reports to: FMC Manager

EMPLOYMENT CRITERIA

ESSENTIAL CRITERIA

- Exceptional communication skills.
- Excellent written and spoken English.
- Experience of various social media tools, such as schedulers, Meta and the various platforms, and insight into social media promotional strategies.
- Have an eye for a good story and an ability to extract information that will inspire audiences.
- Have an eye for design and aesthetics of inspiring and engaging content for publication.
- Basic photo editing skills.
- Ability to work independently and be able to meet deadlines.
- Ability to think strategically and identify ways to improve communication efforts.
- An in depth understanding of conservation issues pertaining to Zambia and how it effects the global communities.

DESIRABLE

- Basic graphic design skills and the ability to use design platforms such as Canva.
- Ability to build emails through an email marketing tool.

KEY ROLES AND RESPONSIBILITIES:

- Extracting news stories from the field with the support of the Programme Directors and Camp Managers
- Creating the communication calendar ahead of time for discussion and agreement with the FMC Manager and the Senior Management Team.
- Creating and scheduling comms for publishing according to the calendar including, but not limited to, all social media posts, monthly email newsletters and a quarterly printed newsletter, dedicated email marketing for specific news stories and blog posts.
- Content creation which will entail copy writing in the brand tone of voice, creating or gathering relevant imagery or creating video briefs for larger stories.
- Respond to breaking news stories in a timely fashion.
- Social media engagement daily – ensuring that everyone who contacts us is responded to and any questions are replied to with the support of the senior team where necessary, liking and commenting on partner posts, reposting etc.,
- Management of the GRI photo library, ensuring all new content is catalogued appropriately
- Ensuring all employees and related consultants adhere to correct branding and marketing policy to ensure uniformity across GRI.
- Liaising with Press and Media in Zambia to support the organisation's PR plan.

Staff must ensure they report to FMC Manager if they experience any difficulties or problems when performing their roles or are unsure or unhappy about any of the given tasks. It is important to report any issues up the chain of command.