

NIGERIA REPRESENTATIVE

WildAid is a dynamic global wildlife conservation non-profit headquartered in San Francisco, California. WildAid leverages over US\$200 million in donated media placement and has received a perfect score and Four-Star rating from Charity Navigator. Its campaigns have contributed to an 80% decline in shark fin imports to China as well as China's ivory ban; an estimated 75% reduction in ivory and rhino horn prices in China and Vietnam; and a host of other conservation successes.

Established in 1999, WildAid's mission is to end the illegal wildlife trade in our lifetimes. WildAid works to reduce global consumption of wildlife products and to increase local support for conservation efforts by working with governments and other partners on building public and political will for strengthened enforcement efforts, protecting fragile marine reserves from illegal fishing and shark finning, and reducing climate change impacts.

Many of Africa's iconic wildlife species, such as elephants, pangolins and lions, are suffering from an ongoing poaching crisis. While it is crucial to reduce demand for wildlife products and to improve enforcement of wildlife laws in order to decrease poaching, it is also necessary to build public and political support for more effective protection and enforcement and to build broad based support for conservation in Africa moving forward. WildAid is also working on reducing bushmeat trade to reduce the risk of zoonotic disease transmission.

Reporting to the President and later the African Program Director, the Nigerian Representative will lead WildAid's campaigns in Nigeria to reduce wildlife trade and promote wildlife conservation. The program will also aim to minimize bushmeat trade and consumption in West Africa. This role will liaise with government and local civil society partners in the country as well as with critical influencers and ambassadors for related campaigns. The Campaigner will also research, prepare and produce campaign materials for rural and urban populations.

In Nigeria we are aiming for the largest ever public awareness campaign in Nigeria with TV, radio and internet partners. We are aiming to assist in the passage of an amended wildlife law, to assist law enforcement so Nigeria is no longer the major wildlife transit point for Africa and radically increase public support for Nigeria's endangered wildlife.

Based in Nigeria, this position will work in close collaboration with the WildAid Africa team.

RESPONSIBILITIES

I. Develop and lead campaigns project.

Develop campaign projects on wildlife conservation. This will include working on all stages of a campaign. From project design, launch, implementation to evaluation. Oversee coordination and management of all campaign activities and campaign budget.

II. ***Research and partnership development.***

Conduct basic research and investigation on wildlife trade and bushmeat consumption in Nigeria. Establish and maintain partnerships in campaigning. Partners will include government and park officials, international airports, educational institutions, traditional chieftaincies/institutions, religious institutions, and media outlets. Liaise with critical influencers and or ambassadors.

III. ***Media engagement and management***

- Working with key partners and other interested parties to seek placement of WildAid's public service announcements and animated videos on television.
- Seek airtime on radio (urban and community) to raise awareness on various campaigns on wildlife and bushmeat.,
- Seek placement for ads in newspapers, magazines, billboards in critical areas such as airports, shopping malls, and vetted locations.
- Work with social media manager to distribute materials and PSAs via various social media channels.

KEY COMPETENCIES & IDEAL PROFILE

WildAid in Africa is small and lean but growing. Thus, all staff members must be comfortable in an entrepreneurial, start-up culture. We seek an entrepreneurial, outgoing media specialist preferably with knowledge of and passion for wildlife conservation. Ideally, they would have experience in video production and print media and strong pitching skills. Familiarity with wildlife conservation practices in Nigeria and other West African Countries will be an asset.

Our ideal candidate will further have strong organizational and project management skills and the ability to prioritize multiple, often competing demands are critical. They must also have excellent interpersonal skills to liaise with and influence policymakers, staff, volunteers, and partners. The successful candidate must be able to work independently without a great deal of supervision. The ability to travel is essential.

DESIRED QUALIFICATIONS

- Bachelor's degree in marketing, public relations, journalism, or a related field in communications
- Minimum three/five years related work experience in a similar role
- Excellent writing and editing skills
- Strong verbal communication skills
- Video production experience preferred

- Ability to work independently and as part of a team
- Experience in campaigning and research
- Must take initiative and have a strong work ethic
- Capable multi-tasker, able to handle multiple deadlines and concurrent priorities

LOCATION

Nigeria, preferably Lagos

TO APPLY

Please send your CV and cover letter to knights@wildaid.org. No phone calls, please. Due to the high volume of applications, only those chosen to interview will be contacted.