

WILDAID

Job Description Climate Program Director

WildAid is a growing, unique and dynamic global conservation non-profit based in San Francisco. With a \$12 million annual budget, WildAid leverages over US\$200 million in donated media placement and has received a perfect 100 score and Four Star rating from Charity Navigator. Its campaigns have contributed to an 80% decline in shark fin imports to China and an estimated 75% reduction in ivory and rhino horn prices in China and Vietnam, as well as China's ivory ban and a host of other conservation successes.

Established in 1999, WildAid's mission is to protect wildlife from illegal trade and other imminent threats. We deliver cost-effective, long-term solutions for protecting wildlife from illegal wildlife trade, poaching and conflict with human encroachment, as well as systemic threats such as climate change. We do this by promoting low-carbon lifestyles and reducing climate impacts by shifting consumers in the world's fastest growing regions to adopt behaviors that are key to a sustainable and equitable climate future.

With an unrivaled portfolio of celebrity ambassadors and a global network of media partners, WildAid is able to deliver high-impact, culturally sensitive multimedia campaigns reaching hundreds of millions of people annually by leveraging donated media space. Our expanding marine program strengthens marine protected areas around the world.

The **Climate Program Director** ("Program Director" or "CPD") will lead the development of WildAid's climate and sustainable lifestyle programming in China, the US and other parts of the world. The Program Director will work closely with the Chief Program Officer, China Chief Representative and low-carbon lifestyles campaign team in Beijing and report directly to WildAid's CEO. The Program Director is primarily responsible for developing a successful low-carbon lifestyles program, which includes strong branding, slogans and marketing strategy, cultivating relevant partnerships, measuring impact and securing donor support. They will provide leadership, campaign expertise, and guidance to staff, potential partners, and funders. Detailed responsibilities are set out below.

Strategic Program Management and Development

- Expand the Program and Lead Strategy: Successfully expand the low-carbon lifestyles campaign with WildAid China, including working directly with the Chief Program Officer and WildAid's Senior Management Team on a strategic vision for growth.
- Build the US Campaign: Develop a climate/low-carbon lifestyles campaign for the US, building on progress in China while working closely with the Chief Program Officer and the Senior Management Team to align with WildAid's overall priorities.
- Develop Partnerships: Leverage experience and sector knowledge to identify strategic partnerships (private, governmental, media, or academic) and develop relevant high-level relationships to sustain program goals.
- Measure impact and evaluate effectiveness: Develop relevant monitoring and evaluation tools to measure and communicate campaign effectiveness against program goals.

Communications and brand development

- The CPD, working with WildAid's climate and media teams and professional media agencies, will develop a strong brand, slogans and communications strategy for the Sustainable Lifestyle program.
- Successfully incorporate and develop various behavior change campaigns (e.g. sustainable diets, green transportation) under the new Sustainable Lifestyles brand to further the climate program goals.

Fundraising and donor relations

- Work closely with the China team, the Chief Program Officer and the Development team to develop new donor and funding opportunities, including on proposal and campaign development.
- Pro-actively research and engage on US, European and Asia-based funding opportunities and new models of partnerships.

KEY COMPETENCIES AND QUALIFICATIONS

We seek a creative, entrepreneurial person with strong knowledge of climate advocacy and/or low-carbon lifestyles campaigning. Experience in brand management and marketing is a plus. This individual will be inspired by helping to mitigate the global climate crisis through behavioral change methodologies and campaigns. Ideal candidates will have ten or more years of increasingly responsible roles at fast-paced, growth-oriented organizations.

- 10+ years of relevant work experience (in government relations, campaigning, or environmental field)
- Experience in developing high-level stakeholder relationships across the spectrum (i.e. media, government, private, non-profit or academic communities)
- Bachelor's degree in a related field at minimum; advance degree a plus
- Excellent communications skills in English, including written and verbal communication; proficiency in Mandarin a plus
- Experience in managing staff and project teams, especially in relevant areas (including environment and wildlife conservation, brand strategy, media and communications)
- Experience working or studying in cross-cultural and multi-national setting and/or familiarity with foreign organizations
- Belief in WildAid's mission of environmental and wildlife conservation, and upholding the integrity and ethical standards by which we operate globally

Location

US (with ability to work Pacific Time hours) with frequent travel to China and other countries

Equal Opportunity Employer

WildAid is committed to being inclusive and is proud to be an equal opportunity employer. We will consider all applications and applicants.

To Apply

Please send CV and cover letter to jobs@wildaid.org