

# WILDAID

## **NIGERIA CAMPAIGN: ABUJA REPRESENTATIVE**

WildAid is a growing unique and dynamic global wildlife conservation non-profit based in San Francisco. With a \$13 million annual budget, WildAid leverages over US\$200 million in donated media placement and has received a 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 end the illegal wildlife trade in our lifetimes. While most wildlife conservation groups focus on protecting animals from poaching, WildAid pioneered demand reduction in conservation and works to reduce global consumption of wildlife products by persuading consumers not to buy them. 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 every week by leveraging donated media space. We also promote conservation to people across Africa through local ambassadors and combat climate change with campaigns to reduce meat consumption and promote lower carbon transport in China. Our expanding marine program strengthens marine protected areas around the world.

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 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 Nigerian Representative, the Abuja Representative will primarily be responsible for liaising with federal government ministries, department and agencies as well as key contacts in media, the legislature and others in Abuja, including the Federal Ministry of Environment, Federal Department of Forestry, National Park Service, Nigeria Customs Service, National Environmental Standards and Regulations Enforcement Agency (NESREA) and legislators to ensure the passage of amended wildlife legislation.

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.

### **KEY PRIORITIES**

- Oversee coordination and management of all Abuja contacts.
- Assist in the swift passage of amended wildlife law by working with key chairs of environment committees.
- Establish and maintain partnerships including government and national park officials, international airports, religious institutions, and media outlets.

- Work with key partners and other interested parties to seek placement of WildAid’s public service announcements and animated videos on all forms of media. Seek air time 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 in Abuja.
- Organizing media launches in Abuja.

### **KEY COMPETENCIES AND IDEAL PROFILE**

We seek an entrepreneurial outgoing person with experience working with the National Assembly and government agencies preferably with knowledge of and passion for wildlifeconservation.

All consultants must be comfortable in an entrepreneurial culture. Strong project management skills and the ability to prioritize multiple, often competing demands are critical. The successful candidate must be able to work independently without a great deal of supervision. They must also have excellent interpersonal skills to influence and collaborate with partners.

### **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**

Abuja, Nigeria with occasional travel to Lagos and some other states as required by Nigeria Representative.

### **To Apply**

Please submit cover letter and cv to jobs[@wildaid.org](mailto:jobs@wildaid.org). Information sent to other email accounts will not be considered.

### **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.