



## **Terms of Reference (ToR)**

**Position:** Communications Interns (x2)

**Organisations:** WWF Namibia and the Namibian Association of Community-Based Natural Resource Management (CBNRM) Support Organisations (NACSO)

**Location:** Windhoek, Namibia

**Duration:** 3 months with possibility of extension

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### **Background and Overview**

The Community Conservation and Inspiration (CCI) Hub is a dynamic collaborative space jointly established by several Namibian community-based natural resource management (CBNRM) organisations to foster innovation, knowledge sharing, and communication within Namibia's conservation community of practice. It serves as a central hub for capacity building, storytelling, and strategic outreach in support of CBNRM.

NACSO (Namibian Association of CBNRM Support Organisations) plays a pivotal role in empowering rural communities to manage and protect their natural resources. Through coordinated support, ranging from governance and technical advice to sustainable business planning, NACSO ensures that conservancies and community forests thrive.

WWF Namibia supports biodiversity protection, habitat restoration, and improved livelihoods through inclusive conservation. With a strong focus on CBNRM, WWF Namibia promotes harmonious coexistence between communities and wildlife, contributing to Namibia's global reputation as a leader in community-based conservation.

Effective communication is essential to amplify the impact of conservation efforts, build stakeholder engagement, and inspire public support. The Communications Interns will play an active role in supporting the CCI Hub's outreach activities. They will contribute to the ongoing CBNRM communications campaign and enhance visibility for partner initiatives by assisting with website content, social media engagement, and visual storytelling. This internship offers a unique opportunity to gain hands-on experience in environmental communications while contributing meaningfully to the conservation sector in Namibia.



## **Key Responsibilities**

The Communications Interns will actively support the Community-Based Natural Resource Management (CBNRM) Communications Campaign and contribute to communication efforts led by the CCI Hub, through NACSO and WWF Namibia.

## **Website & Digital Updates**

- Ensure content reflects current CCI Hub initiatives and partner activities, keeping messaging relevant and engaging.
- Monitor web traffic and user engagement trends, producing short reports to inform campaign strategies.

## **Social Media & Content Creation**

- Develop engaging content tailored for WWF Namibia, NACSO, and CCI Hub platforms, including Facebook and Instagram.
- Highlight community conservation stories, CBNRM milestones, and local voices to elevate campaign visibility.
- Use content scheduling tools to plan posts in sync with campaign calendars and track performance metrics.
- Engage with online audiences, responding to comments and messages under the guidance of the Communications team.

## **Photo & Content Management**

- Curate and organise a shared photo archive showcasing community conservation efforts across Namibia.
- Support content quality by editing, tagging, and optimising visuals for digital storytelling.
- Coordinate with field staff and photographers to collect new imagery for campaigns and partner reports.

## **Newsletter & Publications**

- Assist in drafting newsletters and communication materials that spotlight CCI Hub initiatives and CBNRM updates.
- Source content from NACSO partners, conservancies, and WWF Namibia field offices.
- Ensure consistency with branding and tone across all outreach formats.



### **Project & Event Support**

- Participate in community visits, capturing stories, visuals, and interviews that support the broader CBNRM campaign.
- Support event planning, documentation, and coverage for conservancy workshops and stakeholder engagements.
- Create compelling multimedia materials such as infographics, photo series, and reels that amplify campaign messages.

### **Additional Learning Opportunities**

- Learn best practices in digital marketing, social media engagement, and content development through filming and content gathering missions.
- Participate in team meetings and training sessions to develop skills in environmental communications.

### **Qualifications and Experience**

- A degree, diploma or certificates in Communications, Marketing, Journalism, or a related field.
  - Experience in communications, content creation and social media management.
  - Strong written and verbal communication skills.
  - Experience with basic photo editing or graphic design skills
- Organised, detail-oriented, and eager to learn.

### **Competencies**

- Creativity and enthusiasm for storytelling.
- Self-starter and innovative.
- Good organisational and time management skills.
- Ability to work collaboratively within a team.
- Interest in environmental conservation and sustainability.

**Application Process:** Send your CV and supporting documents to [applications@nacso.org.na](mailto:applications@nacso.org.na) by Friday, 18 July 2025.