



World Cocoa Foundation

Communications & Events Manager

Established in 2000, the [World Cocoa Foundation](#) (WCF) is the world's leading organization for cocoa sustainability. WCF is an international non-profit membership organization whose members include companies from across the global cocoa and chocolate supply chain. We convene public private partnerships for a thriving and sustainable cocoa sector, where farmers prosper, communities are empowered, and the planet is healthy. WCF is headquartered in Washington, DC, with offices in Côte d'Ivoire and Ghana, and operations across cocoa origin countries. WCF has an annual budget of about \$7 million and a staff of about 30 people.

The **Communications & Events Manager** leads global digital communications, media relations and events for the World Cocoa Foundation. This role is responsible for fostering an informed debate on cocoa sustainability issues such as poverty, child labor and deforestation. The Communications Manager reports to the Vice President of Communications & Membership and works closely with cocoa and chocolate companies; partner NGOs; and cocoa origin and consumer governments, notably in West Africa, the Americas, and the European Union.

Salary range: Depending on qualifications, \$60-80,000.

Responsibilities

Events

- Lead the annual Partnership Meeting, the top global event on cocoa sustainability
- Manage event planning, content development, venue and vendor selection, sponsorship opportunities, speaker management, registration, and logistics
- Ensure strong paid registration through event marketing on web page, social media, newsletter, and media relations
- Ensure a balanced event budget through sponsorship, paid registration, and vendor management
- Travel to event venue in Brussels, Belgium, during the week of October 23 and take an active role in the 2022 Partnership Meeting
- Scout venues and prepare future Partnership Meetings in cocoa consumer and origin countries
- Oversee quarterly members-only webinars in partnership with WCF technical experts

Strategic Communications and Issues Management

- Develops an annual communications plan to foster an informed debate on cocoa sustainability on the web, in social media and traditional media
- Manage reputational risks related to cocoa sustainability issues for WCF and the global sector

Media Relations

- In partnership with Vice President of Communications & Membership, manage relationships with journalists, and place stories in top tier and trade media



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- Prepare WCF spokespeople for media interviews and oversee media engagements
- Serve as lead on specific media announcement: prepare messaging, Q&As and media briefs
- Monitor media coverage on cocoa sustainability to share with WCF stakeholders

Content Development and Digital Communications

- Develop a strong pipeline of content for WCF's blog, newsletter, and social media
- Draft and edit assets such as blogs, press releases, web copy and social media posts
- Oversee social media strategy to reach and engage key audiences
- Lead content strategy for WorldCocoa.org
- Serve as project manager for WCF website revamp, including content organization, visual identity, SEO and liaise with web management company on technical issues
- Monitor social media, web and newsletter analytics and fine tune strategy

Leadership

- Manage junior team members and provide mentorship and professional development opportunities
- Build and maintain a network of allies in the cocoa and chocolate sector
- Contribute to effective preparation and management of the annual Communications budget
- Manage and oversee work plans and contracting for external vendors and consultants

Requirements

- Bachelor or master's degree in Communications, Journalism, International Relations, International Development, or similar majors
- Strong experience in event management
- At least 5-8 years of experience managing global communications programs including website management, social media, and media relations
- Outstanding writing skills in English
- Ability to work well in an international, multicultural, and diverse environment
- Leadership and diplomatic skills
- Ability to work in the ET or GMT time zones and travel internationally, including in developing countries, up to 10%
- WCF staff members are currently working remotely due to the pandemic. The position will be based in our Washington DC office.
- Applicants must have U.S. Work Authorization. WCF will not sponsor visa applications for this position.

Desirable

- French language skills
- Knowledge of Google and social media analytics, Mailchimp, Wordpress, Salesforce, Hootsuite, Meltwater, and/or Cvent
- Relevant work experience in nonprofit, sustainability, international development, and/or food sectors



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How to Apply

- Interested and eligible candidates are requested to upload their resume and cover letter under this <https://worldcocoa.egnyte.com/ul/Q11S1s9Ve7>
- Please address the letter to “Human Resources” and name your files using the following convention: “J.Doe Cover Letter” and “J.Doe Resume”
- Applications will be reviewed on a rolling basis until position is filled
- Selected candidates will be asked to perform a writing test