



Vacancy for the position: **Communications Officer**

Rewilding Europe – Sweden (Rewilding Sweden)

Landscape:	Swedish Lapland
Reporting to:	Swedish Lapland Team Leader (Rewilding Sweden)
Location:	Umeå, Luleå, Boden (or close by)
Type of Contract:	Full time (100%) position with 6-month trial period
Starting date:	According to agreement
Salary:	Competitive, depending on experience and skills

About Rewilding Sweden

Rewilding Sweden¹ is a Foundation with the mission to make Sweden a wilder place. The initiative has a current spatial focus on the northernmost Swedish counties of Norrbotten and Västerbotten (with two priority areas: the Vindelälven-Juhtatahkka Biosphere Reserve, and the Råne River Catchment) but also collaborates with, and supports, other rewilding initiatives elsewhere across the country. The landscape in which the organization operates, contains various types of habitats; coniferous forests, peatlands and rivers bordering the Baltic Sea in the east and mountains in the west. The forests have been intensively managed for forestry, with clear-cutting and plantations, resulting in loss of biodiversity as well as recreational values. The majority of the rivers have been exploited for hydropower and vast areas of peatland have been drained.

Rewilding Sweden's overarching approach is to restore processes that shape the natural landscape, including rivers, wetlands, and forests, in order to create living space for keystone species. Such is for example the reindeer, and a significant part of our initiative revolves around creating a reindeer migration corridor by restoring forests along the Vindel River in Västerbotten. Another keystone species in focus is the freshwater pearl mussel, and in the Råne River catchment we are currently running river restoration projects. It is important for us that rewilding not only benefits nature, but also local communities and visitors now and in the future. Therefore, a priority line of work is the development of nature-based business models, and a prime goal for Rewilding Sweden is to help local communities to be able to live with, and earn money from, preserving and restoring nature and wildlife.

Rewilding Europe and Rewilding Sweden work in close collaboration to deliver the vision, mission, and objectives of Rewilding Sweden, and in delivering Rewilding Europe's Strategy² for 2030.

¹ <https://rewilding-sweden.com>

² <https://rewildingeurope.com/news/rewilding-europe-launches-ambitious-new-strategy-for-2030>

Position summary

To strengthen local visibility and promote our efforts to rewild the landscape, we are looking for a Communication Officer, who is located in the area.

The **Communication Officer** will contribute to the mission of the organization by engaging with strategic stakeholders and the general public to understand, promote and support rewilding on local, national, and international levels.

The Communication Officer's work will focus on building engagement to foster an enabling policy and economic environment for rewilding. This includes showcasing the rewilding efforts and impact on the ground to a local, national, and international audience (content creation, social media, press).

The Communication Officer will work closely with all members of Rewilding Sweden. The Communication Officer will also ensure synergies with the Communication team of the Rewilding Europe Central Office and communication colleagues in other rewilding landscapes through regular meetings.

The position is very operational and results-oriented and requires the ability to create inspirational, positive, and engaging media content around all relevant rewilding topics.

Main role and responsibilities

- Developing a Communication Strategy for the rewilding landscape, including a strategic analysis of key stakeholders and setting clear goals, objectives, and deliverables.
- Ensuring the delivery of the Communication Strategy through a Communication Action Plan, by carrying out the daily communication activities and tools in close coordination with the team leader and team members.
- Very active in the engagement and relationship building & management with local partners and stakeholders in the rewilding landscape who are critical for the success of the initiative and according to the Communication Strategy.
- Ensuring synergies with Rewilding Europe's Central Team and with the communication colleagues in the other rewilding landscapes of Rewilding Europe's network.
- Planning and organizing communication/promotion/media events at local (and national levels).
- Work on specific communication tasks and deliverables within projects. That can be layout and composing texts for brochures, folders, maps, and other printed and online media, but also leading projects specifically aimed at communication. One such project is for Svenska Arvsfonden.
- Promotion of the rewilding landscape as one of the top rewilding landscapes and tourist destinations, in collaboration with strategic partners.
- Assist the Team Leader in fundraising activities.

Operational tasks

- Provide guidance and support to the local team in their interactions with authorities, institutions partners and media to ensure effective communication and collaboration

- Develop and manage high-quality content (text & visual) for website and social media to showcase our rewilding efforts and impact in the landscape, aligned with Rewilding Europe's content and branding strategy.
- Collaborate with Rewilding Europe's Central Team in creating content to showcase the landscape and rewilding efforts on an international level. This includes supporting media visits, film productions, photo missions and co-creating potential stories monthly.
- Write and plan press releases and establish and nurture relationships with journalists. Collaborate with Rewilding Europe's central team to facilitate contact with international media, ensuring a global reach for our efforts.
- Write, edit, and translate various communications materials such as articles, interviews, news, presentations, and publications (reports, studies, etc.). Collaborate closely with service providers such as designers and content creators to ensure impactful materials.
- Plan and organize stakeholder engagement, external promotion, and media events at local and national level. Support and participate in various other events such as team meetings, stakeholder meetings, workshops, trainings, seminars, field trips, street events, etc.
- Monitor media regularly, keeping the local team and Rewilding Europe informed about current issues and developments in relevant fields. Collaborate on preparing timely and effective responses when necessary.
- Seek and create synergies with other initiatives, fields of activity and organizations to capitalize on opportunities to increase efficiency, reach and impact.

Knowledge

- University Degree in Communication, Public Relations, Journalism, Marketing, or other related field (or equivalent working experience)
- Swedish language native (excellent writing skills will be mandatory); fluent in English, oral and written.
- Have basic knowledge about nature conservation and the north Swedish ecosystems as well as their challenges and current degradation status (related to forestry, ditching, channelization of waterways etc.)
- Computer literacy and experience with website management (preferably WordPress)
- Experience working with Adobe Photoshop, InDesign, and Illustrator
- Excellent knowledge of social media platforms, familiarity with the latest digital technologies and social media trends

Experience

- At least 3 years' experience in communication – both strategic and operational – ideally with a journalism/PR background, extensive communication and PR experience in projects related to conservation.
- At least 3 years of experience in text writing and editing.
- Knowledge and experience in development/translating of communication products, such as brochures, leaflets, multimedia products and presentations.
- Experience in working in international marketing and communications teams, working in cross-cultural settings and with an understanding of local issues and contexts.

Skills and Abilities

- Energy and drive, commitment to making a difference.
- A team player, committed to building a strong team and sharing success with colleagues.
- A creative and very proactive attitude and personality with an ability to work independently.
- Personal field passion and experience of nature, a lust for the wild and a keen interest in rewilding.
- Good knowledge about communication and media. Well-developed contacts with media circles (local and national).
- Excellent creative writing skills in national language and English aimed at a wide audience.
- Excellent social skills, experience in communication at various levels (national and local) and to various audiences (environmental, business, tourism, general).
- Excellent presentation skills.
- Living in the rewilding landscape or high availability to travel and stay on a regular base.

We offer

- The opportunity to make a difference.
- Challenging and fulfilling work in one of Europe's most exciting rewilding landscapes
- Friendly and highly professional working atmosphere in an international context.
- Varying tasks and independent work style.
- A pleasant working atmosphere and great learning environment.

How to apply

Applications, including your CV and a motivation letter, both Swedish and English, should be sent to jobs@rewilding-sweden.com before **Friday April 19, 2024**. For further information please contact henrik.persson@rewilding-sweden.com. We are looking forward to receiving your application!