



Scientific/Conservation NGO Marketing and Communications | Expression of Interest

Wildlife Disease Association

The opportunity.

The [Wildlife Disease Association](#) is looking to professionalize and grow our communications to achieve our mission. We want to grow our social and traditional media presence to increase our impact, by tapping into our membership of over one thousand professionals and experts in the field of wildlife health and through the coordination of our volunteer committees. We want to develop an impactful online presence through dynamic and effective content. We want to develop valuable communications resources for our membership, including new approaches to disseminating news such as professional newsletters, blogs and/or podcasts; and for the broader community, by developing scientific media content such as videos and animations and coordinating communication across multiple channels in promotional events. We want to strengthen our Brand. We want to promote our association, our published science, our values and wildlife health.

This is an opportunity to be an integral part of a highly motivated international scientific/conservation organisation with enormous unrealized potential, and to have a significant positive impact on our association and our mission. We are looking to introduce and facilitate new ways of communicating, supported by a passionate team of contracted staff and professional volunteers, to advance wildlife and environmental health.

The Wildlife Disease Association is committed to equity and inclusivity and those who have experienced social, gender, racial, disability or other disadvantage are encouraged to apply.

Key accountabilities.

- Provide specialist communications and marketing advice and analysis to the Wildlife Disease Association Executive; and/or,
- Develop, implement, coordinate and enhance impactful social media and online communications for the Wildlife Disease Association; and/or,
- Develop and implement diverse communications and marketing content to advance the mission of the Wildlife Disease Association; and/or,
- Establish and facilitate relationships between the Wildlife Disease Association, and its members, and formal media outlets.

The right person/s will have:

- Professional marketing and/or communications training and/or experience; and/or,
- Experience in organizational communications relevant to the business of the Wildlife Disease Association; and/or,
- Expertise and technical capability (including, where possible, access to relevant facilities) for the development of promotional and communications resources including, for instance, video production, audio production, illustration or animation; and/or,
- Expertise and experience in public scientific outreach and communications; and/or,
- Expertise and experience in formal media relations (such as media releases, establishing relationships with media outlets etc.) and/or strategic social media development and activity; and/or,
- Expertise and experience in marketing and communications strategy relevant to the business of the Wildlife Disease Association.

What you will get in return.

- A fractional appointment of between 20 and 60%, with compensation in line with equivalent US salaried positions.
- Workplace flexibility and an inclusive workplace environment.
- The opportunity to develop and implement new approaches to communication in our organization.
- A motivated and supportive team to work with.
- Experience in communications development in key growing sectors - wildlife health, conservation and One Health.

Why work with the Wildlife Disease Association?

The Wildlife Disease Association (WDA) is a leading scientific organization representing wildlife health. It has a membership of over 1600 wildlife health professionals and students in more than 70 countries around the world, who work collectively to promote healthy wildlife and ecosystems. The WDA has established its reputation over 70 years and includes many of the leading experts in its field. Our flagship publication, the [Journal of Wildlife Diseases](#), is the longest running peer-reviewed scientific journal for wildlife health. We have strong values and a friendly and positive culture. Our first Strategic Plan was endorsed recently, and our longstanding and highly regarded association is now looking to substantially increase its impact and grow its membership.

How you can submit an Expression of Interest.

By the 31st January 2022, submit the following to BOTH Andrew Peters (president@wildlifedisease.org) and Peri Wolff (exec.manager@wildlifedisease.org):

- 1) A cover letter (of no longer than 2 pages) with your or your business contact details (name, address, phone and email) and describing:
 - what you would bring to our organization,
 - your relevant formal and informal skills and training,
 - your relevant professional experience,
 - any facilities that you have access to (e.g. for video or audio production where relevant),
 - your fractional availability, and

- your expected remuneration (consistent with equivalent US salaried positions).

2) Your or your business resumé, of no longer than 3 pages.