

Are You Looking for a Cool Way to Make a Difference in the World?

Public Relations for WAFA - Volunteer

The dedicated people who volunteer for WAFA (Water Air Food Awards), a non-profit NGO headquartered in Copenhagen, have a dream -- that all people on planet Earth will have access to clean water, clean air, and healthy food. If this is *your* dream, too, and you have 5+ years experience as Public Relations Manager, WAFA invites you to apply for their now vacant Public Relations position.



Here's what Tina Lindgreen, WAFA's CEO & President, has to say about the work of her inspired non-profit organization:

"At WAFA Awards, we know that the effort to successfully resolve the world's many social and environmental challenges is a daunting one. That being said, we also know it's a challenge that can be resolved if enough dedicated people work together, selflessly, to make a difference.

Based on WAFA's eleven years of experience in this field, we have realized that the solution begins by providing a platform to acknowledge the *silent heroes* around the world who have *already* developed proven, nature-based solutions.

Our approach is a simple one -- to identify and showcase what's *already* working to remediate the earth's environmental and social challenges and then do everything in our power to let all 7.6 billion people know about these low-cost, high impact, planet and people saving initiatives.

As WAFA continues to expand its reach, so does our need for savvy, committed volunteers. Below is a description of a role that we are hoping to fill within the next 30 days. If you know anyone with the skills, experience, and time to become WAFA's new

Public Relations, please forward this post to them. The role is a juicy one and the right person will make a huge difference in the impact Wafa can have worldwide.”

THE Wafa PUBLIC RELATIONS ROLES AND RESPONSIBILITIES:

- Responding to requests for information release or press conference from the media or designating a spokesperson or source of information.
- Establishing and maintaining relationships with stakeholders, and public interest groups.
- Writing press releases and other media communications to promote clients.
- Planning or directing the development of programs to maintain favorable public and stakeholder views of the organization's agenda and accomplishments.
- Coaching internal and external representatives in effective communication with the public and Wafa applicants.
- Studying the organization's objectives, promotional policies, and needs to build public relations strategies that influence public opinion and promote ideas, and services.
- Reviewing organizational publications, newsletters or stakeholders' reports, for internal and external audiences.
- Coordinating with communications and Web content team.
- Conferring with managers to identify trends and group interests and providing advice on business decisions.

JOB REQUIREMENTS

- Bachelor degree in journalism, PR, marketing or related field.
- Experience handling a press conference.
- Excellent written and verbal communication skills.
- Ability to pitch to the media.
- An ability to work on big strategy plans as well as day-to-day tasks.
- Ability to think both creatively and strategically.
- Ability to run PR campaigns that deliver measurable results and meet objectives.
- Deadline-oriented, inquisitive, with great follow-up and reporting skills.
- Creativity in securing coverage and buzz with traditional outlets.
- Understanding of social media

You will be working remotely and require access to a computer with fast internet connection. Regular Skype meetings with the team are required.

If YOU want to join us to help make our dream a reality, we invite you to send your CV/Resume to Tina Lindgreen, Wafa's President and CEO. (tili@wafaward.org)

www.wafaward.org

[More about Wafa's Silent Heroes](#)

[Wafa's new Youth Climate Award](#)

[Wafa successes](#)

[ONE LIT CANDLE -- Wafa's new Youth Climate Award anthem](#)