



the Jane Goodall Institute

**BEHAVIOR CHANGE CAMPAIGN MANAGER
Democratic Republic of the Congo**

About JGI

Founded in 1977, the Jane Goodall Institute (JGI) USA is an international non-governmental organization that continues Dr. Goodall's pioneering work on chimpanzee ecology and behavior. Its mission is to promote wildlife conservation, in particular for chimpanzees, through community based conservation, research, and public awareness. The breadth of JGI's mission reflects Dr. Goodall's personal philosophy that the survival of all species, whether chimpanzee or human, depends upon the collaboration of all people.

In the Democratic Republic of Congo (DRC), the Jane Goodall Institute coordinates a consortium for the implementation of the Conservation Action Plan (CAP) for Grauer's gorillas and chimpanzees in eastern DRC. The CAP comprises 5 strategies for conservation action targeting gorillas, chimpanzees and their habitats including increasing knowledge of great apes and their threats, engaging communities in conservation and building capacity of protected area managers and communities as well as providing for better protection of those areas. In 2016, JGI commissioned an evaluation of its sensitization activities implemented to date. The conclusions of this evaluation demonstrated that local community-member knowledge levels on great apes and laws protecting great apes are high, but it is unclear if this knowledge has impacted changes in attitudes or behaviors. Following on from the results of this evaluation, the Jane Goodall Institute (JGI) is engaging in a long-term process to refine environmental education messages and activities for community stakeholders and their mobilization. These new activities will be based on best practices in behavior change / social marketing.

Behavior change strategies, also known as social marketing, represent messaging and activities that build awareness of a social issue. Conservation organizations have begun to understand the importance of better incorporating behavioral science into conservation education strategies for an increased impact to reduce threats to biodiversity. Future strategies by the Jane Goodall Institute will combine recent results from research on underlying drivers of illegal resource exploitation and practices developed over decades of on-ground experience, as well as with theoretical knowledge from fields including commercial marketing, and social, behavior, economic, and psychological sciences.

GENERAL DESCRIPTION

Working under the Program Director, in close collaboration with the JGI-DRC programme team and, supervising the Behavior Change Officer, the Manager will ensure the successful design and implementation of the behavior change campaign, including piloting activities. This is a one-year contract position with JGI DRC, with the potential for renewal up to three years based on current funding.

Campaign Manager Responsibilities:

- Ensure the design, implementation, and evaluation of a behavior change campaign;
- Base campaign design on the previous experiences of JGI DRC, state of knowledge in the literature and community beneficiary needs and contributions;
- Develop annual and monthly costed work plans;
- Guide project team to create annual and monthly work plans;
- Hire and manage external consultants and/or private agencies to collect qualitative and quantitative data as well as develop the campaign materials;
- Collaborate with the JGI DRC programme team to ensure harmonization of messaging and activities across projects;
- Ensure the project is meeting deliverables and deadlines;
- Conduct field visits to ensure effective implementation of behavior change pilot projects;
- Collaborate with the finance department to prepare financial reports and elaborate narrative reports;
- Provide regular reports to key internal and external stakeholders;
- Draft year one summary report for Behavior Change pilot campaign with suggestions for year two implementation.

Qualifications:

- Previous experience working with communities in complex development scenarios;
- Advanced degree in conservation, public health, social sciences, or behavior change;
- Experience managing complex projects with multiple stakeholders and objectives;
- Ability to critically evaluate quantitative and qualitative data to inform campaign activities;
- French fluency required, fluency in English or local languages a plus;
- Experience with behavior change campaigns in the social or environmental sector a plus;
- Ability and willingness to travel to the field.

Work Environment

Position to be based in Goma, DRC, with frequent travel to Walikale Territory of North Kivu, Lubutu Territory of Maniema province, as well as possibly to urban centers of Kinshasa, Kisangani and Kindu.

Application

Candidates are invited to submit applications to JGIDRC@janegoodall.org .

Applications should include:

- Complete Curriculum Vitae (in English or French)
- Cover letter (in English or French)

Applicants from the Democratic Republic of Congo and women candidates are strongly encouraged to apply.

Final date to submit applications: 16 July 2018.