



# the Jane Goodall Institute

## Job Vacancy

### Behavior Change Campaign Manager

**Structure of employment:** Jane Goodall Institute

**Date of publication:** November 1, 2021

**Job Title:** Behavior Change Campaign Manager

**Position Type:** Full-time

**Expected Start Date:** December 6, 2021

**Expected Duration:** Through September 30, 2023

**Location:** This position will be based in southeastern Liberia with frequent travel to Monrovia

#### About the Position:

The Jane Goodall Institute (JGI), in partnership with the Wild Chimpanzee Foundation (WCF), Conservation Planning Specialist Group, and Impact by Design, is seeking a **Behavior Change Campaign Manager** to ensure the successful design and implementation of a human behavior change campaign in the vicinity of Grand Gedeh and River Gee counties in Liberia. The purpose of this campaign is to support communities of people living in areas where chimpanzees are present and to conserve wild chimpanzees. Additionally, the project seeks to integrate population viability analysis and behavior change methodologies into a comprehensive Open Standards conservation planning process for the West African chimpanzee (*Pan troglodytes verus*) in the Republic of Liberia.

Under the supervision of the WCF Project Assistant and WCF Country Director, and in close coordination with Jane Goodall Institute, Impact by Design, the Conservation Planning Specialist Group, **the selected individual will be expected to:**

- Efficiently and effectively manage the design, implementation, and evaluation of a behavior change campaign (BCC);
- Ensure all campaign design approaches are based on best practices and social science of human behavior change and community-based social marketing;
- Attend all project team meetings – both virtual and in-person;
- Answer emails in a timely fashion and communicate with the team on a weekly basis;
- Facilitate communications between local and international project team members, local staff, government authorities, community leaders, and other stakeholders;
- In coordination with WCF, manage WCF staff and volunteers contributing to the BCC;

- In coordination with WCF, develop and manage BCC workplans and provide routine reports and updates on progress to the project team;
- Support the hiring and managing of external consultants and/or private agencies to collect qualitative and quantitative data, and manage all data in a secure manner;
- Collaborate with internal and external experts to design BCC communication strategies, outlets, and materials;
- Conduct background research for BCC activities as needed;
- Oversee procurement of BCC purchasing and sourcing;
- Ensure the BCC is meeting deliverables and deadline;
- In coordination with WCF and partners, plan BCC activities and events locally, and conduct field visits to ensure effective implementation of behavior change activities;
- Implement a monitoring and evaluation plan for the BCC with support from the WCF-Liberia M&E Officer.
- Follow financial procedures and assure correct financial reporting and administering of project funds

#### **Required Minimum Qualifications and Skills:**

- Previous experience working with communities in complex development scenarios, experience in working with NGOs, and/or experience with local and national level governments;
- An interest in wildlife conservation and a passion to create solutions (for both people and animals) for complex environmental problems;
- A minimum of 3 to 5 years of demonstrated experience in managing projects with multiple stakeholders and objectives;
- Education at the MSc level in human behavior, marketing and communications, psychology, sociology, human dimensions of conservation, economics, or a related field;
- Ability to critically evaluate quantitative and qualitative data to inform BCC activities;
- Ability to problem-solve, be organized, manage time efficiently, and work as a team player;
- Strong written and oral communication skills;
- Ability and willingness to travel to the field for long periods of time;
- Demonstrated experience and skills in gender awareness and cultural sensitivity;
- Excellent computer skills – including using Microsoft Word and Excel and email;
- Preferred candidate is a Liberian national and has experience working in Liberia;
- Fluency in English.

#### ***The following qualifications are a plus, but are not required:***

- Experience with survey design (qualitative and quantitative)
- Experience with data analysis (qualitative and quantitative)
- Experience with behavior change campaigns in the social or environmental sector
- Event planning skills
- Experience working with radio, theater, or other media outlets
- Fluency in local languages (southeastern Liberia)

**How to Apply:**

Candidates are invited to submit applications to: [mfourrier@janegoodall.org](mailto:mfourrier@janegoodall.org), **Subject line:**  
**Behavior Change Campaign Manager-Liberia**

Applications should include:

- Curriculum Vitae in English
- Cover letter in English
- Contact information of two (2) professional references

**Deadline for submission:** November 18, 2021