



Global Beef Lead

Position title: WWF Global Beef Lead

Reports to: Fundación Vida Silvestre Argentina Conservation Director with a dotted line to WWF International Markets and Food Practice Leaders.

Location: Buenos Aires, Argentina

Timeframe: 18 months, with extension based on results

Supervises: Consultants

Minimum dedication: 100% FTE

Gross salary: \$ 210.000 (Argentine pesos) per month

Summary of Role: The Global Beef Lead is responsible for overseeing the direction and implementation of WWF's global strategy and activities, and for chairing the network's beef working group. They have a strong technical grasp of beef production sustainability, being responsible for WWF's global work on beef and supporting WWF's international, regional and national staff. They are an excellent communicator and networker, acting as an external-facing representative for WWF's work on beef in media and conferences, and with government, civil society, roundtables, academia, finance and business. As both a leader and a collaborator, they develop and oversee global beef projects.

Background Information: The expansion of beef production has been documented in ecoregions that are among the most diverse in the world (WWF, 2020): Amazon, Cerrado-Pantanal, Gran Chaco, Maya Forest and Chocó-Darién. WWF's work with the beef sector aims to conserve the ecosystems, species, and ecological processes that are sensitive to traditional beef production practices, as well as the services that healthy ecosystems and lands under sustainable beef production can provide. While, for the most part, we know what the best practices for beef production are and have launched critical ground-based programs to spread these practices, our efforts are not yet enough to incentivize *rapid* adoption of best practices and to achieve the *industry-wide, transformational changes* we seek. In other words, while change is happening locally, it is not yet sufficiently rapid to achieve our goal of halting conversion.

While beef production systems vary from country to country, a litany of environmentally harmful practices are common, such as the removal of native vegetation, conversion of habitats, overstocking of cattle, soil degradation and pursuit of native wildlife. These practices have huge negative impacts on natural ecosystems and the ecological services that those ecosystems provide for humans, including degradation of native ecosystems, lower species abundance and diversity, reduced soil fertility, reduced water quality, and increased greenhouse gas emissions.

Expected Outcome: A coordinated global effort to reverse the conversion and degradation of native ecosystems by improving livestock management practices on the ground, scaling efforts linked with deforestation and conversion free supply chains and to remedy the fundamental market and policy failures that allow or incentivize poor management practices.

Major Responsibilities:

1. Network Coordination:

- Provide strategic direction to the WWF network on beef production and supply chains and motivate and guide the WWF network staff towards the collaboration and action needed. Adaptive management of the strategy will be an important responsibility of this role.
- Engage with the WWF network to keep current on the latest data, priorities and initiatives, as relevant to the beef strategy. Collaborate as a focal point with the WWF International Food, Forests and Market Practices; and with other global commodity leads and those working on sustainable landscape and jurisdictional approaches, policy positions, sustainable finance and corporate engagement. Establish regular coordination calls with focal points from each office to foster sharing and learning.
- Facilitate regular communication with the Food and Markets Practice core teams to identify critical policy and markets actions, international policy fora, business platforms, conferences and other mechanisms to promote sustainable beef.
- Inform interested NOs (US, NL, DE, UK, LAC, AU, and others) about ongoing work to help coordinate and leverage support from the WWF Network.
- Foster communication with other Practices (i.e. Finance, Climate and Energy, Forests, Wildlife) and offices to coordinate actions in priority landscapes throughout the region.
- Coordinate and oversee the work of consultants hired to develop specific technical studies or to facilitate regional meetings.

2. Outreach and External Relations:

- Identify critical public and private sector target audiences and champions.
- Represent WWF in the Global Roundtable for Sustainable Beef (GRSB) and other relevant business platforms at local or regional level.
- Engage the Beef Working Group recently created by the Consumer Goods Forum (CGF) under the [Forest Positive Coalition of Action](#)
- Work with Communications teams at the global and regional level and within Practices to produce professional outreach materials in support of targeted campaigns or advocacy asks in the LAC region.
- Represent WWF at external international meetings and conferences to influence and set the agenda and promote our advocacy on sustainable cattle and beef production.
- Establish strong collaboration with other regional organizations promoting responsible livestock and beef production (e.g. Alianza del Pastizal, CATIE, CGIAR, IICA)
- Work with the Markets and Food Practices and WWF's Corporate Engagement Teams in strengthening our collaboration with major beef wholesale buyers to influence their production practices.

3. Fundraising:

- Identify funding needs and opportunities based on the regional strategy and in coordination with Country Offices, Practices and NOs.
- Nurture relationships with existing donors and identify new potential funding sources.
- Identify key partnerships to leverage joint fundraising efforts.



- Take the lead and coordinate the development of fundraising concepts and proposals related to the Better Beef Initiative working in close coordination with WWF's various fundraising teams and WWF offices.

Specifications:

a. Required Qualifications:

- A good understanding of the landscape of relevant and influential public and private sector actors that are key to move the beef/livestock sector, particularly in Latin America.
- Experience in fostering multi-stakeholder partnerships, business engagement, and policy change.
- Substantial work experience in international and regional policy, markets and finance issues and processes.
- Strong understanding of the WWF Network and experience working globally with multiple teams
- Degree in Agriculture, Sustainable Development, Business Administration, or other related fields is a plus.
- Perfect command of the English and Spanish language. Fluency in Portuguese is a plus.

b. Required Skills and Competencies:

- Proven knowledge and understanding of global sustainability issues, policies, market & business dynamics.
- Proven ability to deliver results with sharp project and team management.
- Demonstrated experience in building alliances, initiatives or platforms for change that leverage the capacity of partners.
- Evidence of agile proactive thinking combined with an optimistic approach within a realistic framework.
- Strong communications skills (written and oral).
- Self-starter, proactive, excellent communication and network skills.
- Ability to interact with senior government, business and NGO leaders.
- Strong team player and internal organizational networker.
- Adheres to WWF's values: Knowledgeable, Optimistic, Determined and Engaging.
- Understanding of the importance of working alongside indigenous peoples and local communities to deliver the best conservation outcomes.
- Knowledge of policies and approaches aimed at safeguarding the rights and well-being of indigenous peoples and local communities.
- Clearly demonstrates behaviors aligned to the culture of WWF: Strive for Impact, Listen Deeply, Collaborate Openly, and Innovate Fearlessly.

Working Relationship:

Based in Buenos Aires at the local WWF office with facilities for home office if required. Full time staff for 12 months with intention to extend if funding is secured.

**How to apply?:**

Interested candidates should email a CV and a cover letter to Daniela del Valle: daniela.delvalle@vidasilvestre.org.ar by 31 May 2021. Please indicate the position being applied for in the subject line. Important Note: Applications without a cover letter will not be considered.