



## JOB DESCRIPTION

# Market Transformation Officer

Jakarta, December 2025

## I. JOB IDENTITY

Job Title	: Market Transformation Officer
Directorate	: Climate and Market Transformation
Direct Supervisor	: Sustainable Commodities Lead
Scope of Work	: National
Work Location	: Jakarta

## II. PURPOSE OF THE POSITION

In general, the deliverables of this position are to make market changes involving industry players in the downstream sector and to encourage concrete action in the implementation of the sustainable action plan. WWF Indonesia's 2030 strategy plan is in line with this goal, which is to encourage at least 50 domestic companies in Indonesia to implement sustainable sourcing practices.

Major agriculture and forest commodities (palm oil, rubber, pulp & paper, cacao, coffee, rattan, timber) have adopted and implemented sustainability principles and/or deforestation and conversion-free commitment. To promote the transparency and traceability of selected agriculture and forest commodity supply chain among actors (from growers, buyer, to consumers), and improve the selected agriculture and forest commodity (palm oil, rattan, rubber, timber, etc) land use of producing districts and/or provinces

This position is responsible for the planning, development, and management of national – global trade and market effort and could provide reduction of environmental, social threats through improved on sustainable commodities practice. Then, responsible for developing and implementing a strategy to accelerate the landscape approach for more sustainably and responsibly produced forest commodities.

## III. ROLES & RESPONSIBILITIES

### A. Strategy & Plan

- Develop input - insight strategic implementation for Market Transformation and global market scheme – build workplan and budget plan, and monitoring and evaluation.
- Build communication and coordination with key/relevant stakeholders (government in national and sub national level), NGO'S, private sectors, community and other) to accelerated targets.
- Coordinating with team (internal) related project implementation strategic.
- Develop advocacy strategic, align with strategic plan WWF Indonesia and Global Palm Oil strategic – Market transformation

### B. Project/Program Preparation & Execution

- Support and delivery of objective and outcome related projects and demand landscape, national and global targets
- Identify target of companies and stakeholder related market transformation action
- Works closely with internal stakeholders to manage all elements of sustainability trade and market, and key actor in supply chain.



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- Provide advice, recommendation and represent WWF Indonesia on relevant best practices groups/working group, as appropriate.
- Support and input proposal fundraising efforts.

### C. Project/Program Policy

- Collaboration with landscape team develop market strategic advocacy related sustainable production to be align with demand landscape.
- Collaboration with National Office – GPO, China, Singapore, UK, Brazil, etc to build strategic market transformation
- Together with communication and partnership team developing business case and strategic communication for sustainable commodities through global market requirement,
- Communicate and advocate for WWF's position as necessary to relevant internal and external stakeholders.
- Coordinate with external organizations to up-scale sustainability implementation and identify opportunities for collaboration and aligned engagement.

### D. Reporting

- Make regular report/at least monthly and based on donor request.
- Make report for annual workplan related project and support for strategic plan WWF Indonesia.
- Informal progress updated related project to internal team sustainable palm oil.

### E. Information Security Management System

- Store important hardcopy documents in a safe place that is not easily visible, accessible, and not easily damaged or eroded by natural elements.
- Store important softcopy documents using media that are safe and recommended by IT. This is also not limited to granting access to data/information only to authorized persons, and also giving passwords to softcopy files that are critical/confidential.
- Pay attention to the transfer of confidential/critical files, both offline and online. This includes the media used, giving the password to the file to be sent, and where to store it afterwards.
- Change email passwords periodically to support email security and the data in it
- Use limited office servers or personal servers to access the internet. Do not use public wi-fi when accessing critical/confidential files. This also includes staff whose laptops/work devices have critical/confidential files.

## IV. REQUIREMENT

To achieve success in carrying out the main responsibilities mentioned above and fulfill the organization's objectives, the holder of this position must meet the following requirements:

- Bachelor's degree in communication, economy, International Relationship, Social Science, Environmental Science, Natural Resources Management, Environment Business, or another relevant experience areas.
- at least two years of relevant working experience in relevant, with program implementation and project management experience.



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- Relationships/engagement and executing sustainability projects.
- Working knowledge of market analysis, stakeholder engagement, economic strategic, sustainable content, and strategic marketing.
- Extensive experience engaging with corporates or other industry stakeholders on sustainability topics, agriculture commodities, agroforestry, social forestry, community development and strong understanding of standard/certification and sustainable commodities initiative (FSC, GNSPR, RSPO, ISPO, HCVrn, HCSA, AFI, etc).

Skill and knowledge require:

- Negotiation and lobbying Skills
- Agroforestry Practices
- Good stakeholder Governance Knowledge
- Field and community development Intelligence
- spoken and written English.
- Writing Skill

Other need:

- Adhere to WWF’s values, which are: Knowledgeable, Optimistic, Determined and Engaging.
- Have great organizational and multitasking skills, and attention to detail.
- Be able to work independently as well as with others in a cross-functional team and network environment.

V. VALUE IN ACTION

Courage	<ul style="list-style-type: none"><li>• Strive for impact – we set and deliver on ambitious goals</li><li>• Take risks, despite the fear of failure, and we innovate without fear</li><li>• Dare to make decisions and act on them</li><li>• Voice it out, even when it's hard to do</li></ul>
Integrity	<ul style="list-style-type: none"><li>• Walk the talk – do what we say we will do</li><li>• Empower yourself and others to take responsibility for the values we stand for</li><li>• Acknowledge and challenge our own assumptions and biases</li><li>• Take responsibility for our actions and their impact</li></ul>
Respect	<ul style="list-style-type: none"><li>• Create a safe and equal space for dialogue</li><li>• Value the time, priorities and contributions of others</li><li>• Listen deeply, and without judgment to see through the eyes of others</li><li>• Treat everyone fairly, and strive for diversity and inclusion</li></ul>
Collaboration	<ul style="list-style-type: none"><li>• Build trust and relationships</li><li>• Ask for and offer help</li><li>• Sharing knowledge while acknowledging the expertise of others</li><li>• Deliberately creating and supporting diverse alliances</li></ul>



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**At Yayasan WWF Indonesia we are committed to creating an inclusive working environment, where diversity is valued and there is equality of opportunity. We therefore welcome applications from all sections of the community, and we offer a range of benefits to encourage a work life balance**