

TERMS OF REFERENCE

CLME+ Communications Specialist (CS)

Title:	<i>CLME+ Communications Specialist (CS)</i>
Project:	5-year UNDP/GEF Project: <i>“Catalysing Implementation of the Strategic Action Programme (SAP) for the Sustainable Management of Shared Living Marine Resources in the Caribbean and North Brazil Shelf Large Marine Ecosystems” (“CLME+ Project”, 2015-2020)</i>
Duty station:	Cartagena de Indias, Colombia
Section/Unit:	CLME+ Project Coordination Unit (PCU), managed by UNOPS on behalf of UNDP GEF, and located within the Offices of IOCARIBE (IOC of UNESCO)
Position type:	Fixed-Term Contract, Senior Specialist.
Duration:	An initial contract will be issued with a duration of 1 year with a 6-month probationary period. The contract will be renewable upon satisfactory performance, subject to the availability of funds. It is anticipated that the position of CLME+ CS will be required until 31 December 2019.
Contract Management:	Caribbean Regional Fisheries Mechanism (CRFM/CARICOM)
Technical Supervision:	CLME+ PCU Senior Management

1. BACKGROUND

The UNDP/GEF “CLME+ Project”

The **Caribbean and North Brazil Shelf Large Marine Ecosystems** (jointly further referred to as “**CLME+**”) are 2 of the world’s 66 large marine ecosystems or LME’s. Together, these 2 ecosystems cover an area of approximately 4.4 million km² and are shared by 26 Independent States and 18 Overseas Territories. The CLME+ ecosystems are a major contributor to regional socio-economic development and are key to many globally important ecological processes and to the conservation of biological diversity. **Fisheries** and **tourism**, two key economic drivers in the CLME+ region, are highly dependent on marine ecosystem health.

The countries that share the CLME+ are culturally diverse and range from among the largest (e.g. Brazil, USA) to among the smallest (e.g. Barbados, St. Kitts and Nevis) and from the most developed to the least developed in the world. The CLME+ region consequently constitutes one of the world’s most diverse and complex sets of LMEs, making the joint governance & management of shared living marine resources in the region particularly challenging.

Pollution, habitat degradation and **unsustainable fisheries & fishing practices** have increasingly impacted ecosystem health in the CLME+. Between 2009 and 2013, transboundary diagnostic analyses (“**TDAs**”) were conducted with the support of the Global Environment Facility (**GEF**),

leading to the development and adoption in 2013 of an ambitious, region-wide **Strategic Action Programme** (“SAP”). By early 2014, this action programme, which aims at halting and reversing environmental degradation and at enhancing the sustainability of fisheries in the CLME⁺, had already been politically endorsed by more than 30 Ministers, representing more than 20 countries.

A multitude of organizations -including several UN agencies, regional inter-governmental organizations and NGO’s- are active in the CLME+ region in the fields of fisheries, environmental protection and sustainable development. Numerous related programmes, projects and initiatives are currently under execution. Yet, coordination and collaboration in terms of communication & awareness building on the aforementioned environmental problems (and on the implementation of related solutions) is still incipient.

In March 2015, a US\$ 12,5 million grant was released by the GEF to support the execution of the 5-year **“CLME+ Project” (2015-2020)**. This project will help catalyzing the implementation of the 10-year CLME+ SAP.

The CLME+ Communication Strategy

Under its Component # 2, the CLME+ Project aims to develop and implement an **over-arching CLME+ Communications Strategy**, in support of the implementation of the CLME+ Project and SAP.

The CLME+ Communications Strategy will both have a **central** as well as a series of **decentralized components**. Responsibilities for the development and implementation of the Strategy’s central component will lay with the CLME+ Project Coordination Unit, and will be led by the CLME+ Communications Specialist.

Key CLME+ Project partners will be responsible for the development/adaptation and implementation of the Strategy’s decentralized components, in alignment with their formal mandates and/or broadly recognized roles in living marine resources management. The CLME+ Communications Specialist will assist these key partners in the development/adaptation/updating and implementation of their strategies, and support cross-partner collaboration & coordination, in such ways that synergies can be maximized, and overall coherence among the central and decentralized components can be ensured.

Key partners of the CLME+ Project are expected to include, but will not necessarily be limited to: UNEP CEP, FAO-WECAFC, IOC of UNESCO/IOCARIBE, UNDP, CRFM, OSPESCA, CERMES/UWI, CANARI, OECS, CCAD, GCFI, TNC, Conservation International, WWF, etc. The establishment of an extended “CLME+ Partnership” is foreseen as an Activity under CLME+ Project Component # 5.

The Caribbean Regional Fisheries Mechanism (CRFM/CARICOM)

The *Caribbean Regional Fisheries Mechanism* (CRFM) was established in 2003. As an inter-governmental organization and specialized institution of the *Caribbean Community* (CARICOM), it is mandated to promote and facilitate the responsible utilization of fisheries and other aquatic resources in the CARICOM region.

As a key executing partner of the CLME+ Project, the CRFM has taken up the responsibility to hire and manage the contract of the CLME+ Communications Specialist. The CLME+ Communications Specialist will be assigned to the CLME+ Project Coordination Unit, and will work from within the CLME+ Project Coordination Unit Offices (located within the IOCARIBE Offices, IOC of UNESCO), in

Cartagena, Colombia. The CLME+ Communications Specialist will be instructed and technically supervised by, and respond to the CLME+ Project Coordination Unit Senior Management. Visits to/shorter stays at the offices of relevant CLME+ key partner organizations may be considered and agreed upon in coordination with such partner organizations (e.g. CRFM, OSPESCA, UNEP CEP, WECAFC, etc.)

2. Responsibilities of the CLME+ Communications Specialist (CS)

Successful implementation of the CLME+ Project and SAP will demand that awareness is raised among the broader CLME+ stakeholder community, and that enhanced communication, coordination and information exchange is achieved among the members of the CLME+ Project Executive Group and the CLME+ Partnership.

Under the overall direction and supervision of the CLME+ Regional Project Coordinator (RPC), the CLME+ Communications Specialist (CLME+ CS) shall work with CLME+ Project Coordination Unit (PCU) team members and CLME+ Project Partners to promote the project regionally and to develop related communication & dissemination materials, activities and events.

The CLME+ CS will be responsible for the promotion, design and implementation of collaborative arrangements in the fields of communication, awareness building, and dissemination of knowledge, results and lessons learnt in relation to the CLME+ Project and the 10-year CLME+ Strategic Action Programme (SAP). The CLME+ CS will strive to improve public understanding of the CLME+ Project objectives, activities and outputs/results, through the delivery of consistently high-quality and efficient, multi-lingual communication & awareness building activities & products.

In particular, the CS will be responsible for the development, and the coordinated implementation of the CLME+ Project's Overarching Communications Strategy. This strategy will have a central component, to be implemented by the CLME+ PCU, as well as decentralized components, to be developed & implemented –with the assistance of the CLME+ CS- by Project Partners, in alignment with these partners' long-term mandate(s) and/or recognized roles relating to the governance & management of shared living marine resources.

The CS will base his/her activities on the content of the CLME+ Project Document (and applicable revisions), on the mid- to long-term technical & financial project implementation plan(s), and other materials relevant for this purpose, as suggested/approved by CLME+ PCU Senior Management (i.e. the CLME+ RPC and/or Senior Project Officer (SPO)). The CS will thus receive instructions and guidance from, and make proposals/report directly to the CLME+ RPC and/or SPO (as instructed/authorized by the RPC). The CS will further be expected to liaise with project stakeholders and project beneficiaries with a variety of professional, cultural and linguistic backgrounds.

Duties of the CLME+ CS:

Under the overall supervision and direction/guidance of Senior Management at the CLME+ Project Coordination Unit, the Communications Specialist (CS) will:

- Conduct an inventory of the relevant, major existing communication & awareness building initiatives, mechanisms & tools in the CLME+ region and beyond;
- Review, and (periodically) revise/update/expand the CLME+ stakeholder mapping exercise conducted during the CLME+ Project Preparation Phase;
- Develop, maintain and update a CLME+ partners/stakeholders contact list/database, and promote the development of shared partner contact databases and shared activity/meeting calendars;
- Lead the collaborative development (involving the key project partners) of the CLME+ Project's Overarching Communication Strategy (strategy with central & decentralised components; with associated annual/biennial work plans);
- Implement the central component of the CLME+ Project's Overarching Communication Strategy
- Coordinate and monitor the implementation of the overarching Communications Strategy and associated work plans;
- Review, and undertake revisions of the Communications Strategy (as recommended/deemed necessary);
- Assist project partners in the development of comprehensive outreach plans for the CLME+ Sub-Projects and interventions;
- Strive to incorporate innovative technologies & tools, wherever deemed beneficial and feasible, to successfully implement the previous points;
- Development of a Sustainability Strategy, to ensure continuation of the enhanced communication measures beyond the Project's life span.

Specific activities of the CLME+ CS will further be expected to include:

- Advise the RPC (and/or SPO) on (media and communication) strategic approaches for raising awareness on the CLME+ Project and its goals, objectives, activities and results;
- Review, edit, and/or write communications & dissemination material (e.g. press releases, powerpoint slides, ...) on behalf of the CLME+ PCU;
- Dissemination to the media (in a non-technical format) of CLME+ key project messages;
- Lead the development, implementation, improvement and periodic updating of a central CLME+ Project website, in alignment with the instructions of Senior Management;
- Ensure adequate linkages and distribution of responsibilities between the central CLME+ website and CLME+ partner websites, and support the development of CLME+ SAP/Project-related content on partner websites;
- Produce and/or facilitate the production of CLME+ Project booklets, leaflets and quarterly newsletters, video production, photography, infographics, marketing/branding materials or similar dissemination materials;
- (Support the) translation of dissemination materials, and/or review/revision of translated materials (English-Spanish, Spanish-English) ;

- Use of social media & applications like Facebook, Twitter, YouTube, online dashboards,... to reach audiences with specially developed information, suitable for the used media and relevant for the targeted public;
- Exchange of project messages and outputs (e.g. communication materials, reports) among CLME+ partners and the CLME+ stakeholder community (incl. through the use of repositories and/or mailing lists);
- Prepare Terms of Reference (ToRs) for Consultants and Contractors/Service providers, in those cases in which it is decided to contract external services for the implementation of specific elements of the Communications Strategy;
- When necessary, coordinate/supervise the work of consultants who have been contracted to produce communications and awareness materials;
- Prepare CLME+ Project Experience Notes, for dissemination among the global LME Practitioners Community;
- Support the CLME+ Mapping & Reporting Analyst (EMRA), in the context of the development of the “State of the marine ecosystems and associated living resources in the CLME+ region” reports and web portal(s);
- Promote and develop working relationships with media houses and practitioners in the CLME+ Participating States;
- Organise media events such as interviews, panel discussion, town hall meetings, etc., to engage the public and build awareness on relevant issues and opportunities;
- Liaise and collaborate with the LME:LEARN and IW:LEARN GEF Projects, as applicable;
- Contribute to the communicational elements of the UNDP/GEF Project M&E activities;
- Other activities, as requested by the CLME+ RPC

Qualifications and Experience

a. Education

- Master’s degree in one or several fields relevant to the position, such as: communications, social sciences, journalism, public relations, marketing and/or environmental sciences, or an equivalent combination of formal education and practical work experience;
- Additional formation in, or relevant practical experience with graphical design/editing, web design, etc., will be positively evaluated;

b. Work Experience

- As a minimum 5 years of relevant professional experience;
- Proven experience in the development and/or implementation of complex communications strategies and plans, and with the production and design of high-quality dissemination materials;
- Previous work experience in one or more of the CLME+ participating countries, on topics relevant to the CLME+ Project, will be positively evaluated;

- Familiarity with the GEF, in particular the “International Waters” Focal Area and the concept of “Large Marine Ecosystems” (LMEs), and with the environmental/natural resources management problems affecting the Caribbean and North Brazil Shelf LMEs, will be considered important assets;
- Familiarity with the CLME Project, CLME+ Project and SAP, and familiarity/prior working experience with CLME+ Project partner organizations and stakeholders/countries will be considered important assets;
- Demonstrates good understanding of the key issues addressed in the CLME+ SAP and CLME+ Project Document;
- Demonstrated experience in content development/design & formatting, in a way that clearly communicates project ideas, key messages and experiences for media, web, printed and audio-visual productions;
- Familiarity with social media and with web design applications and related concepts; practical/hands-on experience/skills in the use of website design applications, will be positively evaluated;
- A track record of consistent excellence in professional performance is highly desired for this position;

c. Key Values & Competencies

- Adherence to UN Core Values: professionalism, integrity, respect for diversity,...;
- Accountability, accuracy, client orientation, commitment to team building/team work, continuous learning, self-development, technological awareness, creativity, openness to change;
- Strong interpersonal skills and ability to establish and maintain adequate communications/effective working relations with a wide variety of people (colleagues, donors/clients, project stakeholders incl. government officials, etc.) in a multi-cultural, multi-ethnic environment, with sensitivity and respect for diversity; good networking/leadership/advocacy skills;
- Focus on results and responding positively to feedback; consistently approaching work with energy and a positive, constructive spirit;
- Good computer literacy, familiarity and professional experience with the use of the main office computer applications (MS Windows/MS Office);
- Familiarity with publishing applications such as Microsoft Publisher, PagePlus, Adobe InDesign,... and content management software (Drupal, etc.), will be positively evaluated;
- Proven analytical & reporting skills, and proven ability to independently conduct analyses, to identify issues, formulate options and make recommendations;
- Good organizational skills: ability to recognize/acknowledge broader project goals & priorities, and to establish and adapt/adopt post-specific priorities accordingly; ability to assume ownership (as requested/expected), and to plan and implement/coordinate and monitor one’s own work plan;
- Ability to work both independently/with minimal supervision, and as part of a team with established reporting lines; ability to manage complex situations; ability to work under pressure and to effectively deliver against tight deadlines; sense for initiative;

flexibility;

- Ability to guide and supervise, monitor, mentor and support those under his/her supervision;
- Good communication skills, including the ability to communicate technical reports and other material from the project in a simple and clear manner to colleagues, and stakeholders;
- Good editing skills and capability to produce quality presentations, reports (incl. graphics) and other dissemination materials;
- Excellent English and Spanish writing and editing skills and a demonstrated ability to clearly communicate complex ideas, messages and experiences in both languages;