UNDP / GEF / CLME+ Project
CLME+ Communications Specialist (CS)

TERMS OF REFERENCE (TORs)

Title: *Communications Specialist, CLME+ Project (CLME+ CS)*

Project: 5-year UNDP/GEF Project: "Catalyzing 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)

Duty station: CLME+ Project Coordination Unit (PCU), located within the offices of IOCARIBE of the IOC of UNESCO, Cartagena de Indias, Colombia

Section/Unit: CLME+ Project Coordination Unit (PCU), managed by UNOPS ECR WEC on behalf of UNDP/GEF

Position type: Fixed-Term Contract, Senior Specialist

Duration: An initial contract will be issued with a duration of 1 year with a 4-month probationary period. The contract will be renewable/extendable upon satisfactory performance, subject to the availability of funds. It is anticipated that the position of CLME+ CS will be required until at least 30 April 2020.

Contract Management: Caribbean Regional Fisheries Mechanism (CRFM)
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 "**the CLME+ region**") are 2 of the world's 66 large marine ecosystems or LME's. Together, these 2 ecosystems cover a marine space of approximately 4.4 million km^2 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+ region 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. Countries from the CLME+ region are united through several, often partially overlapping, political integration mechanisms: e.g. the Caribbean Community (CARICOM), the Organization of Eastern Caribbean States (OECS) and the Central American Integration System (SICA). The CLME+ region 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.

The politically endorsed 10-year "CLME+ Strategic Action Programme" (SAP; 2015-25)

Pollution, habitat degradation and **unsustainable fisheries & fishing practices** have increasingly impacted marine ecosystem health in this region. 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 10-year **Strategic Action Programme** ("**the CLME+ SAP**"). By early 2014, this action programme, which aims at halting and reversing environmental degradation and at enhancing the sustainability of fisheries across the wider CLME+ region, had already been politically endorsed by more than 30 Ministers, representing more than 20 of the region's countries.

The global "CLME+ Partnership"

A multitude of organizations -including several UN agencies, regional inter-governmental organizations and NGO's- are active in the CLME+ region in fields related to the CLME+ SAP: fisheries, environmental protection and sustainable development. Numerous programmes, projects and initiatives that contribute to the SAP's objectives are currently under execution. Yet, coordination and collaboration among the many organizations and initiatives in the region is still incipient.

In 2015, a US$ 12,5 million grant was released by the GEF to support the execution of a new 5-year project, the UNDP/GEF **"CLME+ Project" (2015-2020)**. This project will help catalyzing and coordinating the implementation of the 10-year CLME+ SAP. Enhanced communication and coordination among the many different projects, programmes and initiatives working on the marine environment in the CLME+ region is one of its objectives.

The latter has given rise to the establishment of an interim coordination mechanism, the "**CLME+ SAP ICM**" (a collaborative arrangement among 8 regional Inter-Governmental Organizations), and the soon-to-be-formalized global "**CLME+ Partnership**". Initial work has also taken place in this context on the development of a central online communication and exchange platform for the partnership, the "**CLME+ HUB**" (www.clmeplus.org)

The CLME+ Communication Strategy

Under CLME+ Project Component # 2, a draft **over-arching CLME+ Communication Strategy** was developed, to support the implementation of the CLME+ Project and SAP. The CLME+ Communications Strategy has a **central** as well as a series of **decentralized components**. Responsibilities for the further updating and implementation of the Strategy's central component will lay with the CLME+ PCU, and will be led by the CLME+ Project Communications Specialist (CLME+ CS).

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 recognized roles in living marine resources management.

The CLME+ CS will assist these key partners in the development/adaptation/updating and implementation of their components. The CS will support cross-partner collaboration & coordination, in such ways that synergies can be maximized, and overall coherence among the central and decentralized components of the CLME+ Communication Strategy can be ensured.

Key partners of the CLME+ Project include, but will not necessarily be limited to: UN Environment CEP, FAO-WECAFC, IOC of UNESCO/IOCARIBE, UNDP, CRFM, OSPESCA, CERMES/UWI, CANARI, OECS, CARICOM, CCAD, GCFI, TNC, Conservation International, WWF, etc.

2. RESPONSIBILITIES OF THE CLME+ CS

Successful implementation of the CLME+ Project and SAP will demand that, in the first instance, the CLME+ CS strives to enhance the communication, coordination and information exchange among the members of the CLME+ Project Executive Group (PEG), the CLME+ Project Steering Committee (with special attention to the participating country governments), the CLME+ SAP ICM and the global CLME+ Partnership. In addition to this, awareness is to be raised among the broader CLME+ stakeholder community, the global LME Community of Practitioners, and the public at large.

Under the overall direction and supervision of the CLME+ Regional Project Coordinator (RPC), the CLME+ CS shall work with members of the CLME+ Project Coordination Unit (PCU), and with the CLME+ Project and SAP partners and countries to promote the objectives and achievements of the CLME+ Project, the CLME+ SAP and CLME+ Partnership/Alliance, at the national, regional and global levels.

The CLME+ CS shall be responsible for the development of related communication & dissemination materials, through a mix of in-house production and outsourcing.

The CLME+ CS will further be responsible for the promotion, design and implementation of collaborative arrangements with CLME+ Partners, 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 and SAP objectives, actions, activities and outputs/results, through the delivery of consistently high-quality and efficient, multi-lingual communication & awareness building activities & products.

In particular, the CLME+ CS will be responsible for revising and improving the CLME+ Project's Overarching Communications Strategy, and for its coordinated implementation (incl. M&E). 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.

The CLME+ CS will, in alignment with these TORs (or as otherwise agreed upon with his/her supervisor) base his/her activities on the content of the CLME+ Project Document (and applicable revisions), the mid- to long-term technical & financial project implementation plan(s), the CLME+ Communications Strategy (and any feedback thereon provided by senior management), and other relevant materials suggested by CLME+ PCU Senior Management.

The CS will thus receive instructions and guidance from, and submit proposals and reports directly to the CLME+ RPC and/or SPO.

The CLME+ CS will liaise with project stakeholders and project beneficiaries with a variety of professional, cultural and linguistic backgrounds, in the furtherance of the project's and SAP's objectives.

Specific Duties, Key Values, Skills and Competencies:

The CLME+ CS will:

- Acquire/maintain a profound understanding of the CLME+ region and the problems, solutions and (socio-economic) opportunities related to the marine environment, the related marine governance and living marine resources management issues;
- Acquire/maintain a profound understanding of the CLME+ SAP, the CLME+ Project, the CLME+ Partnership and major related programmes, projects and initiatives, and the ongoing activities under these initiatives most relevant to the CLME+ CS position;
- Acquire/maintain a good understanding of relevant related global processes;

- Lead the collaborative, progressive and adaptive improvement (involving the key project partners) of the CLME+ Project's Overarching Communication Strategy (strategy with central & decentralized components; with associated work plans/targets);

- Implement the central component of the CLME+ Project's Overarching Communication Strategy;
- Coordinate/support/oversee the implementation of the Strategy's decentralized components;
- In the above context, give special attention to the CLME+ Sub-Projects and CLME+ Project Outputs under the responsibility of CLME+ Project Co-executing Partners;

- Liaise and build synergies with other existing/incipient communication & awareness building initiatives, mechanisms & tools in the CLME+ region and beyond, with focus on cases where return on investment is high/most relevant;

- Monitor and Evaluate Impacts; Develop a Sustainability Strategy to ensure continuation of key communication measures, practices and tools beyond the Project's life span.

Specific activities of the CLME+ CS will be further discussed and agreed upon with CLME+ PCU Senior Management. These may include (but will not be necessarily limited to):

- Propose and discuss, with and for approval by CLME+ PCU Senior Management, strategic approaches for raising awareness on the CLME+ Project, SAP and Partnership/Alliance goals, objectives, activities and results;

- Proactively take action to remain closely informed about activities and achievement of CLME+ PCU team members and CLME+ (Project) Partners, and harvest/assimilate and digest related information and materials and content, for the production and dissemination of key messages and news;
- Produce (write/edit/review), collect and provide content for the variety of communication materials and channels under the Communication Strategy, through a mixture of in-house production and outsourcing, in alignment with the available project budget (e.g.: content for the CLME+ Partnership Hub and CLME+ Project website, newsletters, blogs, booklets, leaflets press releases, social media);
- Produce and/or facilitate the production of CLME+ Project booklets, leaflets and quarterly newsletters, video production, photography, infographics, CLME+ Project experience notes, marketing/branding materials or similar dissemination materials, as agreed upon with Senior Management;
- (Support the) translation of dissemination materials, and/or review/revision of translated materials (English-Spanish, Spanish-English) ;

- Steer, oversee and actively participate in the further development, implementation and progressive improvement/expansion of the CLME+ Alliance/Partnership Hub (www.clmeplus.org) and associated sites, such as the CLME+ Project (www.clmeproject.org) and CLME+ SAP Monitoring & Evaluation websites (to be developed), in alignment with the instructions of Senior Management;
- Ensure adequate linkages between the central CLME+ Hub and CLME+ partner websites, and support the development of CLME+ SAP/Project-related content on partner websites;

- 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;
- Dissemination of communication materials, messages and products among the wider range of CLME+ stakeholders, prioritizing key stakeholders (e.g. CLME+ Project partners and Steering Committee members); identification and prioritization of dissemination means most cost-effective to the intended CLME+ Project goal(s);
- Dissemination to the media (in a non-technical format) of CLME+ key messages;
- Use of social media & applications like Facebook, Twitter, YouTube, online dashboards etc, to reach audiences with specially developed information, suitable for the used media and relevant for the targeted public;

- Prepare Terms of Reference (ToRs) for the outsourcing of Communication Strategy-related services;
- Participate in, and support other CLME+ PCU members, in procurement/selection processes related to the aforementioned point;
- When necessary, coordinate/supervise the work of such /service providers;

- Support the CLME+ Mapping & Reporting Specialist (EMRS), in the context of the development of the "State of the Marine Ecosystems and associated Economies in the CLME+ region (SOMEE)" reports and web portal(s);

- Liaise and collaborate with the LME:LEARN and IW:LEARN GEF Projects, as applicable

- Assist the CLME+ PCU members in the elaboration of meeting minutes and reports;
- Other activities, as requested by the CLME+ RPC

Qualifications and Experience

a. Education

- Advanced formal degree in at least one, ideally both of the below listed main fields:
    - marine/natural resources governance; environmental/marine/fisheries sciences
    - communications, social sciences, public relations, marketing
- A combination of formal education and practical work experience that covers both main fields;

b. Work Experience

- As a minimum 8 years of relevant professional experience;
- Track record of consistent excellence in professional performance;

Highly desirable:

- Previous work experience in one or more of the CLME+ participating countries, on topics relevant to the CLME+ Project;
- Familiarity with the issue of the ocean governance and environmental/natural resources management problems affecting the Caribbean and North Brazil Shelf LMEs;
- Familiarity with the CLME Project, CLME+ Project and SAP, and/or other related projects;
- Familiarity/prior work experience with CLME+ Project partner organizations and stakeholders, countries;
- Familiarity with the GEF, in particular the "International Waters" Focal Area and the concept of "Large Marine Ecosystems" (LMEs);
- Demonstrates good understanding of the key issues addressed in the CLME+ SAP and CLME+ Project Document;
- Experience in the development and/or implementation of complex communications strategies and plans, and with the production and dissemination of high-quality dissemination materials;
- Demonstrated experience in content development, in a way that clearly communicates project ideas, key messages and experiences for media, web, printed and audio-visual productions;
- Familiarity/practical experience with social media, web design and related concepts;
- Good note taking & reporting skills;

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;
- Focus on results and responding positively to feedback; consistently approaching work with energy and a positive, constructive spirit;

- Strong interpersonal skills and ability to establish and maintain adequate communication/effective working relationships with a wide variety of people (colleagues/supervisor, donors/clients, project stakeholders incl. government officials, etc.) in a multi-cultural, multi-ethnic environment, with respect for diversity; political sensitivity, diplomacy; good networking/leadership/advocacy skills;

- Proven analytical skills, and proven ability to conduct analyses independently or based on the inputs from a team, ability to identify issues, formulate options and make recommendations;

- Strong writing, editing, proofreading, layout and design skills, including the ability to present concepts verbally;

- 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 guide and supervise, monitor, mentor and support those under his/her supervision;

- Ability to manage complex situations; ability to work under pressure and to effectively deliver against tight deadlines; sense for initiative; flexibility;

- Strong listening and communication/advocacy skills, including the ability to absorb and assimilate inputs provided by colleagues and partners; demonstrated ability to digest and extract key messages from complex technical matters, and transform/capture and disseminate these through clear, accurate and effective communications streams tailored to the different CLME+ stakeholder groups;

- As a minimum, excellence in either English or Spanish (reading/speaking/writing), including the specific technical language required by the CLME+ Project; excellence in both English and Spanish will be considered an important asset; knowledge of other regional languages (French, Portuguese,…) will be considered an additional asset;

- Computer literacy: familiarity and professional hands-on experience with the main office computer applications (MS Windows/MS Office/MS Outlook); good familiarity with the main social media applications (Twitter, Facebook, Linkedin,…)

- Familiarity and hands-on experience with applications such as Adobe InDesign, Illustrator… and content management software (WordPress, etc.) will be an asset;