



NATIONAL CONSERVATION TRUST FUND OF JAMAICA (NCTFJ) LIMITED

TERMS OF REFERENCE FOR COMMUNICATION SPECIALIST

The National Conservation Trust Fund of Jamaica (NCTFJ) was incorporated in 2014 as a not for profit Company and is a locally registered Charity. The NCTFJ's purpose is to promote, for the benefit of the public, the conservation, protection, management and expansion of the National Protected Areas System (NPAS) of Jamaica, by providing a sustainable flow of funds to support activities that contribute substantially to the conservation, protection and maintenance of biodiversity of Jamaica.

The NCTFJ has adopted two grant-making approaches: Grant Awards through Request for Proposals and Strategic Investments. The latter are grants dedicated to activities that are considered fundamental for addressing challenges and gaps at the system-level. These grants will be targeted investments prepared together with the NCTFJ and partners.

In response to the priority areas identified by the Protected Areas Committee (PAC) and Protected Areas Managers, the NCTFJ engaged with the Marine Managed Areas (Marine Park, Fish Sanctuaries, etc.) in Jamaica to review the NCTFJ's first Strategic Investment. The Strategic Investment is expected to increase funding opportunities with improved profile and awareness of Marine Managed Areas (MMAs).

1. OBJECTIVE

The consultancy will develop a communication strategy to raise awareness of the value of effective management of MMAs. The communication strategy will be developed to support NCTFJ in securing diverse funding for Marine Managed Areas (MMAs). Social and economic values of effective management of MMAs should be demonstrated through innovative and effective communication channels.

2. SCOPE OF WORK

This consultancy will include the following main activities:

- i. Develop and agree with NCTFJ team on a work plan for the consultancy period, detailing approach to the communication strategy development, main steps and a timeline.
- ii. Understand the context by familiarization with documents on Marine Protected Areas, review of existing communication materials, visits and/conducting interviews with stakeholders to support the development of a communication strategy that is aligned with the MMA Action Plan.
- iii. Elaborate a draft communication strategy ensuring to include the following steps:
 - a. Define communication objectives
 - b. Identify target audiences and define key messages for each audience.
 - c. Define communication actions for key audiences, including adequate materials and vehicles/methods for effective and efficient communication. The actions will showcase compelling stories with key messages that demonstrate the successes, challenges and needs for continued funding to MMAs.
 - d. Indicate main roles and suggest responsible actors to carry out the communication actions.
 - e. Estimate a timeline and a budget for the communication actions, materials and services to be procured by the NCTFJ to implement the strategy.
 - f. Define quantitative and qualitative indicators to measure the achievement of the communication objectives.
- iv. Present the draft communication strategy to NCTFJ and partners, collect feedback and adjust the document to deliver a final strategy.

Upon satisfactory completion of the consultancy the consultant may be engaged to oversee and lead the implementation of the communication strategy.

3. METHODOLOGY

- a. Consult with NCTFJ and MMA network for specific background information related to the network and strategic contacts to develop communication strategy and relevant materials for achieving the goal of the MMA Action plan.
- b. Prepare and submit for review the final work plan on commencing the consultancy.

- c. Deliverables will be submitted for review and refined as per comments and questions of reviewers, and then finalized.

4. DELIVERABLES

- a. Work plan
- b. Draft and final Communication Strategy for the MMA Action Plan
- c. Final Report on implementation

5. PAYMENT SCHEDULE

	Deliverable	Due date - on or before	Remuneration (%)
1	Work plan		20%
2	Draft Communication Strategy		40%
3	Final Communication Strategy		40%
Total			100%

6. PROFILE OF THE COMMUNICATION SPECIALIST

The selected professional will be an individual or a firm with sound skills and superior track record in developing communication strategies and coordinating the production of marketing materials and actions. Previous works and samples of resulting materials developed by the individual or firm will be required.

Additionally, background or strong interest in biodiversity conservation and familiarity with the Jamaica Protected Areas System will be an added advantage.

COMPETENCIES REQUIRED

- BSc/ BA/first degree in Marketing and/or Public Relations.
- At least five (5) years’ experience in the Marketing or PR sector.
- Experience with non-governmental organizations in the conservation, climate change and sustainable development fields or related ones is an asset.
- Basic knowledge of conservation issues, the Jamaica National Protected Areas System and the major stakeholders.
- Proven track record in development of successful marketing strategies and overseeing production of marketing materials.

- Proven experience in coordinating communication providers such as graphics designers, videographers, web developers, printers, etc. Established contacts with these providers is a plus.
- Excellent written and oral communication skills.
- Excellent inter-personal and networking skills.
- Excellent facilitation skills for leading processes with a creative output.

7. REPORTING

The Marketing/PR professional will report to the Fund Manager for The National Conservation Trust Fund of Jamaica.

8. SUBMISSION REQUIREMENTS

Interested individuals or firms are asked to submit a proposal indicating interest by 5:00pm on October 19, 2021 via email to the.nctfj@gmail.com. Proposal submission is to include:

- the suggested approach based on the scope of work
- number of working days for each activity/task elapse over 3 months
- the associated budget in JMD
- a curriculum vitae of individual or team members, identifying the lead of the consultancy
- references to previous work.