



# **NATIONAL CONSERVATION TRUST FUND OF JAMAICA (NCTFJ) LIMITED**

## **TERMS OF REFERENCE FOR COMMUNICATION & MARKETING COORDINATOR**

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.

In response to the priority areas identified by the Protected Areas Committee (PAC) and the Managers of the Marine Managed Areas (Marine Park, Fish Sanctuaries, etc.) in Jamaica, a communication strategy was developed with the purpose of raising awareness of the value of effective management of MMAs to generate consistent funds and maintain engagement, interest and support from key stakeholders and the larger public.

### **1. OBJECTIVE**

The communication and marketing coordinator will oversee and lead the implementation of the communication strategy that was developed to support ten (10) MMAs. The coordinator will assist NCTFJ to ensure successful implementation of the strategy by demonstrating the social and economic values of effective management by utilizing effective communication vehicles/tools. This will raise awareness of the value of effective management of MMAs and assist in securing diverse funding.

### **2. SCOPE OF WORK**

The main activities include:

- a. Understanding the expected outcome of the communication strategy by familiarization with Marine Protected Areas, the existing communication materials, NCTFJ strategic plan and the MMA communication strategy.

- b. Understanding the objectives of the communication strategy to support the development of a one-year work plan for the implementation of the communication strategy.
- c. Supporting MMA Managers in honing the key messages for their audience.
- d. Preparing materials and utilizing the vehicles/methods for effective and efficient communication that have been recommended in the communication strategy. This includes supporting MMA managers in preparing compelling stories with key messages that demonstrate the successes, challenges and needs for continued funding to MMAs.
- e. Engaging with relevant and approved service providers required for support (graphic designers, printery etc.).
- f. Supporting MMAs in developing a marketing calendar with activities and associated budget. Monitor the calendar of activities of the MMAs to measure the achievement of the communication objectives.
- g. Monitoring the work plan to ensure set targets are achieved
- h. Coordinating and executing at least 2 workshops with MMA Managers to strengthen their storytelling capacity to ensure effective branding, visibility, and awareness of the MMAs.
- i. Preparing and disseminating press releases to local media outlets including radio and newspaper.
- j. Provide manager with all communications material for review and approval
- k. Preparing NCTFJ's communication materials, as required and overseeing NCTFJ's social media platforms.

### **3. DELIVERABLES**

- a. Review of the existing communication strategy to support development of a communication and marketing work plan and the associated budget for implementation. Work plan and budget should be submitted within the first two weeks of the contract period.
- b. Monthly progress document on communications activities to the Manager
- c. Communication materials developed
- d. Storytelling workshops

### **4. PROFILE OF THE COMMUNICATION AND MARKETING COORDINATOR**

The selected professional will be an individual or a firm with sound skills and superior track record in implementing communication strategies, marketing plans and coordinating the production of marketing

materials and actions. Reference to 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 asset.

### **COMPETENCIES REQUIRED**

- BSc/ BA/first degree in Marketing and/or Public Relations with at least five (5) years' experience in the Marketing or Public Relations sector, comparable professional qualification or equivalent combination of education and experience.
- 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 successfully overseeing production of marketing materials.
- Experience managing social media platforms
- Experience in preparing press releases
- 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.

### **5. TERMS OF ENGAGEMENT AND REPORTING**

The Marketing/PR professional will be engaged for 12 months, in the first instance, including a 3-month probationary period on a Service Contract. The marketing/PR professional will work remotely and meet virtually with NCTFJ staff bi-weekly to provide updates on the tasks, functions, duties undertaken and coordinate upcoming activities. The marketing/PR professional will report to the Manager of The National Conservation Trust Fund of Jamaica

### **6. SUBMISSION REQUIREMENTS**

Interested individuals or firms are asked to submit their curriculum vitae by 11:59pm on September 29, 2023 via email to [cdooley@conservejamaica.org](mailto:cdooley@conservejamaica.org).