

SVG Coastal and Marine Ecosystems Management Strengthening Project
Terms of Reference
Communications and Knowledge Management Specialist
SVGCMEMS-C-IC-19

A. Background

The SVG Coastal and Marine Ecosystems Management Strengthening Project seeks to address the challenges for coastal and marine management in St. Vincent and the Grenadines, including anthropogenic pressures, institutional fragmentation, policy and regulatory inadequacies, and lack of adaptive capacity through data-driven solutions. The Project will be funded by a GEF Trust Fund grant in the amount of US\$3.65 million and will contribute to the GEF-7 biodiversity focal area—to maintain globally significant biodiversity in landscapes and seascapes—through improved management and protection of the country’s coastal and marine biodiversity. The project includes four key interacting components implemented in parallel.

Component 1 supports institutional strengthening for coastal and marine management across all relevant sectors and will address challenges of institutional fragmentation and policy and regulatory inadequacies primarily through support to better operationalize the National Ocean Coordination Committee (NOCC) and achieve actions under the National Oceans Policy and Strategic Action Plan (NOPSAP). These activities will indirectly affect anthropogenic pressures through more robust and consistent enforcement of policies and monitoring to ensure the sustainable use of coastal and marine resources.

Component 2 will support pilots to demonstrate spatial planning and innovative financing arrangements, environmental mitigation and management, participatory conservation and protection, improved livelihoods, nature-based tourism, and alternative natural resource use. The identified pilot sites include (a) St. Vincent Southeast Landscape/Seascape: Milligan Cay, Brighton, Diamond, and Stubbs beaches; (b) Grenadines Landscape/Seascape: Union Island and Tobago Cays Marine Park (TCMP); (c) Leeward Coast: Richmond Beach, Chateaubelair Bay, Petit Bordel Bay, and Troumaca Bay; and (d) Colonarie Beach. Pilot projects at these sites will test approaches for mitigating anthropogenic pressures on coastal and marine resources, and the lessons learned from the pilots will inform adaptive capacity through policy measures in Component 1 and data management in Component 3.

Component 3 will support the development of a permanent and publicly accessible knowledge and data repository within a new National Environmental Data and Information Platform (NEDIP), beginning with existing coastal and marine data. Relevant and available biophysical and planning information will be maintained there, as well as information on pilot activities. This component will address the challenges of adaptive capacity by enhancing data, analysis, and monitoring of coastal and marine resources to inform data-driven approaches.

Component 4 ‘Project Coordination and Management’ will support the direct equipment, and operational and incremental staff costs for project coordination and management. The Sustainable Development Unit (SDU) under the Ministry of Tourism, Civil Aviation, Sustainable Development & Culture will be responsible for implementing the project.

As the implementing agency of the project, the SDU will hire the services of a Communication and Knowledge Management Specialist for the Project Implementation Unit (PIU) to be established for the project.

B. Objective

The Communication and Knowledge Management Specialist will support the project by acting the communication and knowledge management focal point and responsible for design and implementation of the communication and knowledge management plan for Coastal and Marine Management, dissemination of relevant information and lessons learned, engagement of stakeholders through publications and events.

C. Tasks and responsibilities

The Communications and Knowledge Management Specialist, under the guidance of the Project Director, will report to the Project Coordinator. The Communications and Knowledge Management Specialist will have the responsibility for leading knowledge management outputs in Component 3 and developing the project communications strategy at the project outset and coordinating its implementation across all project components. The Communications and Knowledge Management Specialist will work closely with all members of the PIU but particularly with the Gender Officer, the Data Management Specialist, and the M&E Officer on knowledge management aspects of the project. Specific responsibilities will include:

- Revise the existing Communication and Knowledge Management Plan for Coastal and Marine Management, incorporate it within the annual work plans and update it annually in consultation with project stakeholders; coordinate its implementation,
- Develop and implement a Communication Strategy that aims to increase the effectiveness of the project; foster relationships among stakeholders and project beneficiaries to enhance effectiveness, accountability and transparency; mitigate risk and build consensus across project site activities; and build capacity for staff and counterparts in the use of strategic communication,
- Coordinate and oversee the implementation of public awareness activities across all project components specifically to develop awareness campaigns for project sites. Campaigns should include costings to various communication channels, including radio, print, television, social media, billboards, advertising spots on the various media outlets, infomercials, jingles etc,
- Develop a work-plan and collaborate with the Project Coordinator, other members of the PIU, PSIPMU, and other key stakeholders to confirm the “key messages” specific to the project,
- Document/systematise lessons learnt and best practices,
- Review the knowledge products and include in the National Environmental Data and Information Platform (NEDIP),
- Dissemination of relevant information and lessons learned, engagement of stakeholders through publications and events, and targeted messaging,
- Undertake capacity building for project stakeholders, including government, NGOs, private sector, and communities to understand and address gender dimensions in the sector,
- Undertake a KAP Survey for the pilot sites to guide target messages and access changes during project implementation and strengthen messages to address stakeholder knowledge

and perceptions to inform adaptive management and improve the implementation of the project,

- Facilitate learning and sharing of knowledge and experiences relevant to the project,
- Prepare quarterly newsletter, and other communication products on project activities,
- Develop/produce publication layouts or relevant instruments and other material for public information (e.g., posters, press releases, brochures, leaflets, website contents, speeches, briefing notes, tweets, Facebook posts, etc.) Documentation of the project results,
- Serve as the principal point of contact for the communications related to the project, including the development of press releases, organisation of press conferences and responding to media questions related to the Project,
- Organise quarterly and needs based media briefing on the project activities and maintain regular communication with media houses, media, NGOs, stakeholders and disclose information in public domain,
- Ensure appropriate visibility guidelines and measures for the World Bank are adhered to when producing print, electronic events and/or conducting activities,
- Carry out field visits to collect case studies, success stories, lessons learned and photographs,
- Prepare briefing note as required by the management,
- Prepare and submit monthly reports of works undertaken and other reporting obligations as specified in the contract,
- Capture before, during and after images of project implementation. Capture photographs during media events, workshops and other events related to the project and filing and processing of photographs for use in media, website and social media,
- Provide monthly updates on the Sustainable Development Unit's Facebook page, Instagram, website and other social media platforms,
- In collaboration with the safeguard team of the PSIPMU, conduct and facilitate community sessions in selected communities and schools at the four pilot sites and facilitate dissemination on the various medium of communication such as radio programmes,
- Assist in the management of the Project's Grievance Redress Mechanism (GRM) and assess feedback from the Grievance and Complaints Logging System, and
- Any other communications activities as assigned by the Project Coordinator.

D. Duration, location, coordination and reporting arrangements

The following details are related to the assignment:

- **Duration.** The Communication and Knowledge Management Specialist is a full-time position. The overall duration will be for three (3) fiscal years. The initial contract duration would be one (1) year, then renewable based on performance.
- **Location.** The Specialist will be assigned a workspace within the PIU at SDU and will be required to visit the field and to participate in face-to-face or virtual meetings, as required.

- **Reporting arrangements.** The Communications and Knowledge Management Specialist will report to the Policy and Institutional Development Specialist/Project Coordinator.

E. Qualifications

The following are the required and preferred qualifications for the position.

a) Requirements

- A Bachelor's degree, in communications/journalism/public relations/social sciences/international relations, or a related field,
- At least 3 years of experience in the field of communications, including experience in media relations knowledge management,
- Proven experience in publishing articles independently in media,
- Previous experience in developing and implementing communications strategies for organisations or projects,
- Strong professional working capacity to use information and communications technology, specifically including website design and desk top publishing software,
- Must possess excellent communication skills in English, both written and spoken, Strong interpersonal communicative skills, experience in team leadership and participatory management, and
- Ability to uphold ethical standards.

b) Favorable attributes

- Experience working in development projects that have applied World Bank, Caribbean Development Bank, Inter-American Development Bank, or other institution's E&S policies, will be considered a plus,
- Experience in community development or natural resource/environmental management and climate change,
- Capacity to work simultaneously on a variety of issues and tasks, independently adjusting to priorities and achieving agreed objectives and deadlines,
- Ability to be flexible and proactive with work assignments,
- Displays sensitivity and adaptability to different cultures, genders, religions, races, nationalities and age groups,
- Good team player, self-starter, has ability to work under minimum supervision and maintain good relationships,
- Ability to be flexible and proactive with work assignments,
- Commitment and passion for environmental and social issues, and
- Willingness to work in rural and coastal communities.