

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	<i>CEPF Guinean RIT Senior Communications Officer</i>
DIVISION/DEPARTMENT:	<i>Africa Partnership Secretariat</i>
LOCATION:	<i>Accra, Ghana</i>

1. OVERALL PURPOSE OF JOB

<p>To act as the lead on communication work for the CEPF Guinean RIT</p> <p>Provide direction and co-ordination of the communication, education and public awareness (CEPA) aspects of the CEPF Guinean RIT and ensure they are successfully implemented</p>
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2. WORK RELATIONSHIPS

REPORTING TO (LINE MANAGER):
<i>CEPF Guinean Forest of West Africa Biodiversity Hotspot RIT MANAGER</i>
REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
<ul style="list-style-type: none"> • none
PRINCIPAL OTHER WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT: <i>(Include nature of work relationship)</i>
<ul style="list-style-type: none"> • RIT Manager, Small Grants Manager • BirdLife Communications Manager for Africa • Global Communications Coordination Group and campaigning teams as appropriate
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK : <i>(Include nature of work relationship)</i>
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES: <i>(Include nature of work relationship)</i>
<ul style="list-style-type: none"> • CEPF • Grantees • Other conservation, development and scientific networks as appropriate

2 (a). KEY WORKING RELATIONSHIPS GRID

In addition to, and as an aid to the descriptive section above, rank each contact group on level 1-3 as indicated below. This is intended to cover the importance to maintain BirdLife's reputation across most of the major contact types relevant to the Secretariat. The level of contact should be assessed with consideration to the level of responsibility and influence and level of independent exposure. The exposure might be in different forms (eg verbal or written form) and might be direct or indirect (eg presentation or publications/outputs directed to particular sectors).

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife network / other NGOs	1	General public	2	Policy makers (institutional /politicians/ corporations)	0

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BirdLife advisory groups, committees, reg. councils	0	Press & media	2	Funding organisations (institutions, foundations, corporations)	0
BirdLife Global Council	0	Regulators/ legislators/ auditors	0	Individual donors/ members	0
Suppliers/service providers	1	Scientific community	0	VIPs/ royalty/ high worth individuals	0
<p>Level of Contact 1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative. 2.= Presenting/Representing/Reporting "Relationship management". Independent exposure representing BirdLife. Maintaining individual contacts. Usually managing information flow. 3.= Justifying/Negotiating - "Influencing decision makers". Independent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.</p> <p>Note: There is some additional guidance on this in the role evaluation sheet that should be used alongside new role descriptions.</p>					

3. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:
<p>GENERAL DUTIES</p> <ul style="list-style-type: none"> • Provide direction and co-ordination of the communication, education and public awareness (CEPA) aspects of the GUINEAN FOREST RIT and ensure they are successfully implemented; • Provide direction and co-ordination of the institutional capacity building elements of the project and ensure they are successfully implemented. • Contribute to developing and marketing the BirdLife/CEPF brand and relevant project branding and marketing requirements. <p>SPECIFIC DUTIES</p> <p>1. Ensure the CEPF GFWA RIT communications work is well planned and monitored</p> <ul style="list-style-type: none"> • Develop and implement an overall communication, education and public awareness (CEPA) strategy and action plan for the promotion, marketing and dissemination of project results, impacts, lessons, best practices and findings over the five-year investment period (2016-2021); • Contribute to the successful implementation of the RIT Terms of Reference (accessible here) and in particular of the communication aspects pertaining to Components 2 (Mainstreaming) and 3 (Communication); • Provide CEPF input into the quarterly Communications Task Force (CTF) meetings for strategic planning purposes; • Ensure technical and production support and overall quality control of communication materials as required; • Ensure that all communication materials are conformed to both BirdLife and CEPF house styles, and meet donor visibility requirements. <p>2: Communicate on CEPF investments in the hotspot to the outside world</p> <ul style="list-style-type: none"> • Act as the Communications focal person – with mainly the partners/collaborators - to ensure that information is disseminated to partners and externally to collaborating organisations and that updates are provided in a timely manner; • Provide support in communicating project activities and issues relating to the RIT to government agencies, civil society organisations, and media outlets through inter alia the issuing of news alerts and media material; • Build relationships with regional media; • Build and regularly update the Mailing/Distribution Lists;

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- Represent the CEPF RIT on the Conservation Action and Policy Team and Science and Information Management Teams
3. Ensure regular maintenance and revamping of the CEPF GFWA RIT website, newsletter and social medias
- Develop the content of the new website
 - Maintain the website for the GFWA hotspot as a distinct but integral part of the BirdLife International website;
 - Assist with monitoring visits to CEPF grantees to ensure communication with local representatives of CEPF's donors;
 - Capture lessons learned / case studies from grantees, and disseminate/communicate to other grantees, CEPF and external audience when appropriate in a way that will make it easy to be absorbed by others;
 - Capture best practices developed and/ or piloted by grantees, and disseminate/communicate to other grantees, CEPF, and external audience when appropriate;
4. Provide technical support to CEPF GFWA RIT and grantees
- Support the implementation of the communication, education and public awareness (CEPA) aspects of the RIT;
 - Provide support on the production of tools and materials that are needed to meet specific national requirements, audience and multiple/ appropriate media;
 - Develop advocacy materials for use in communications with donors, partners and other stakeholder;
 - Provide reasonable assistance to grantees in the production of communication tools and materials on their projects (such as articles and video clips for instance) that are needed to meet specific national requirements and/or audience;

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4. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	None
Contracts – Funders	None
Contracts – Staff/Consultants	None
Contracts – Service providers	None
Legal Responsibility	None
Other	<i>n.a</i>

5. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	Essential: Bachelor’s degree or equivalent experience
Job Specific Education/Qualification	Essential: Degree in Journalism, Communications or Marketing; some training in biodiversity conservation and/or development will be an advantage
Job Specific Knowledge	Essential: Excellent written and oral communication skills in web management and e-bulletin development (Mailchimp); DTP and general design. Knowledge of CRM will be an advantage
Experience	Essential: A proven track record of producing high-quality communications outputs
Management & organisational skills	Essential: High motivation, desire to achieve; attention to detail, excellent organisational skills, and ability to work to high standards with tight deadlines
Communications skills	Essential: Excellent written and oral communication skills.
Analytical Skills	Essential: Ability to translate scientific texts into stories that can be understood by non-scientific audiences
Creativity & Initiative	Essential: Flexibility and ability to work independently
Computer Literacy	Essential: computer literacy in all standard Microsoft office applications and social media; web design and DTP packages
Languages	Essential: Oral and written fluency in English; working knowledge of French, Portuguese and Spanish would be an advantage
Travel requirements	None
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
Knowledge about BirdLife, birds, NGOs, and about working in an African context will be an advantage.	

Prepared by:	Date:
Thandiwe Chikomo	21/01/2016