

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Communications Officer, Middle East
DIVISION/DEPARTMENT:	BirdLife Middle East Secretariat, Amman, Jordan

1. BACKGROUND AND OVERALL PURPOSE OF JOB

The primary responsibility of the Communications Officer is to lead on the regional communication work in the BirdLife Middle East region and to use appropriate marketing, communication and capacity development skills to enable the regional Secretariat to perform its role. The Communications Officer will design and lead regional communication campaigns as needed and support as appropriate (at the discretion of the Regional Director) and contribute to programmes and projects that the regional secretariat is implementing. This includes, but is not limited to, the MSB (Migratory Soaring Birds), the CEPF MED RIT 2 (Critical Ecosystem Partnership Fund Mediterranean Regional Implementation Team), The Egyptian Vulture New LIFE LIFE16 NAT/BG/000874 and the Illegal Killing of Birds projects.

2. STAFF RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Regional Director, Middle East, working closely with the Global Head of Communications.
REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
None.
PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT
<p>In addition to project contributions, close working relationships and maintaining regular coordination will be needed with the Global Communications Coordination Group, and campaigning teams as appropriate.</p> <p>The Communications Officer will be working with project managers as appropriate and in accordance with the detailed Communications TORs and agreed project deliverables.</p> <p>Lead on ME Regional Communications development and maintain regular communications with the Regional Partnership.</p> <p>Also, considerable collaboration and coordination is required with all departments and divisions in the BirdLife Secretariat, in order to ensure the effective delivery of relevant communications tasks.</p>
PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK
To co-ordinate with regional partners and project implementing partners and provide support as required and agreed.

3. KEY WORKING RELATIONSHIPS

PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES OUTSIDE BIRDLIFE NETWORK
<p>To liaise with project donors (such as UNDP Jordan, CEPF, BSPB) to ensure that project material and outputs meet the required visibility requirements.</p> <p>To co-ordinate with implementing partners (in addition to the BirdLife Partners participating in the project) on regional and national Communications activities and provide support as required and agreed with relevant project managers.</p> <p>To build and maintain links with media contacts in the region.</p>

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Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife Network Organisation Staff	2	General Public	2	Institutional policy makers /Politicians/ Corporations	2
BirdLife Advisory Groups, Committees, Reg. Councils	1	Press & Media	3	Institutional Funders	1
BirdLife Global Council	1	Regulators/Legislators/ Auditors	2	Individual donors/ members	1
Suppliers/Service Providers	3	Scientific Community	2	Royalty/VIPs/ High worth Individuals	1
<p>Level of Contact</p> <p>1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.</p> <p>2.= Presenting/Representing/Reporting "Relationship management". Frequent exposure representing BirdLife. Maintaining individual contacts. Frequently managing information flow.</p> <p>3.= Justifying/Negotiating - "Influencing decision makers". Frequent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.</p>					

4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

<p>GENERAL DUTIES</p> <ul style="list-style-type: none"> • Support the development and implementation of internal and external communications and advocacy strategies. • Devising action plans in order to support business development. • Support the maintenance of the website, social media platforms, databases and knowledge management systems. • Provide direction and co-ordination of the communications tasks related to the promotion, cohesion and conservation impact of the BirdLife Partnership in the Middle East region. • Provide direction and co-ordination of the communications tasks within the regional secretariat in the Middle East and between the regional and global secretariats; as well as with the BirdLife Partnership in general. • Provide direction, promotion and co-ordination of the communications elements of the relevant projects in the Middle East region and to support their successful implementation. • Contribute to developing and marketing the BirdLife brand and relevant project branding and marketing requirements. <p>SPECIFIC DUTIES</p> <ul style="list-style-type: none"> • Take the lead to develop and implement an overall Communications strategy and action plan for the promotion, marketing and dissemination of communication materials relevant to the conservation activities of the BirdLife Middle East Partnership, and Secretariat. • In coordination with relevant staff and programme teams, develop regular communication material highlighting BirdLife's activities and achievements and/or engagements in responding to programme priorities. • Assist in rolling out media events such as press conferences/media briefings, interviews, campaigns, etc. • Draft, translate and disseminate media products (media advisories, press releases, brief notes, fact sheets, website articles, etc.).
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- Development of communication materials for marketing and awareness-raising campaigns, including briefing materials and press releases in coordination with relevant programmes and projects teams.
- Review of reference materials, identification of reference materials for retention. Maintenance of information database and photo library.
- Organisation and implementation of joint Communication activities including information campaigns.
- Join any ad hoc task forces that require his/her support as requested by the Director.
- Take the lead to develop and implement the communication, education and public awareness (CEPA) aspects of major regional projects in the Middle East: and ensure they are successfully implemented as per the project TORs; especially the following: the Migratory Soaring Birds project, The EV-EU project and the CEPF Mediterranean RIT as per the project TORs.
- Develop and implement appropriate project marketing and advocacy plans as required.
- Assist in developing national and regional campaigns in the Middle East region as appropriate.
- Take the lead to develop and implement an overall Communications strategy and action plan for the promotion, marketing and dissemination of project results, impacts and findings in coordination with relevant BirdLife Secretariat and departments.
- Lead on communicating project activities and issues relating to MSB and CEPF investment in the Mediterranean to government agencies, civil society organisations, and media outlets through *inter alia* the issuing of news alerts and media material, building and maintenance of mailing lists, and building relationships with regional media.
- Maintain regional website and the projects' websites as a distinct but integral part of the BirdLife International website.
- Provide reasonable assistance to implementing partners in the production of communication tools and materials that are needed to meet specific national requirements.
- Maintain existing mechanisms for communicating internally on project activities and issues amongst the projects and teams including implementing partners.
- Assist project managers and coordinators as appropriate to develop and submit (as appropriate) quarterly progress and financial reports to donors and to develop and submit terminal reports.
- Support other project staff as appropriate to design, develop and implement communication tasks.
- Coordinate with the BirdLife Communications Department at the BirdLife Secretariat to ensure technical and production support and overall quality control of communications material as required.
- Ensure that all communications materials conform to the BirdLife house style, and meet donor visibility requirements.
- Lead on the production of tools and materials (as appropriate) that are best developed regionally rather than nationally.

5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	Delegated responsibility for any assigned project budgets.
Contracts – Funders	Maintain relationships with existing project funders. Support the development of new projects.
Contracts – Staff/Consultants	Delegated responsibility to hire staff & consultants subject to BirdLife procedures.
Contracts – Service providers	Delegated responsibility to negotiate contracts subject to BirdLife procedures.
Legal Responsibility	Delegated responsibility over legal affairs of project operations.

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6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	<ul style="list-style-type: none"> • Relevant degree-level qualification. A degree or advanced degree (MSc) or proven equivalent experience, in any appropriate discipline e.g. Natural Sciences, Project Management
Experience	<ul style="list-style-type: none"> • Ancillary qualifications related to marketing and communication will be highly advantageous. • A proven track record in CEPA, related to conservation of biological diversity. • Excellent communication skills both verbally and in writing, and in particular an ability to write clearly and succinctly in a style suitable for the media. • An ability to work with a variety of people including government officials, international and national non-governmental organizations (NGOs), local stakeholders, experts and consultants. • Proven knowledge of the environmental sector in the Middle East and/or North and East Africa. • Experience in handling of web-based management systems. • Experience in using graphic or design software.
Management & organisational skills	<ul style="list-style-type: none"> • Good organisational and planning skills and an ability to adhere to deadlines.
Creativity & Initiative	<ul style="list-style-type: none"> • Proven ability to market and communicate a conservation cause and the ability to secure buy-in and support from key donors and decision-makers.
Computer Literacy	<ul style="list-style-type: none"> • Familiarity with standard Office software.
Languages	<ul style="list-style-type: none"> • Written and spoken fluency in both Arabic and English. • Ability to work in other widely used languages is highly desirable (e.g. French).
Travel requirements	<ul style="list-style-type: none"> • Willingness to travel within the region and other regions.
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
<ul style="list-style-type: none"> • Sympathy with, and experience of, the NGO movement. • High degree of cultural sensitivity. 	
Prepared by:	Date:
Ibrahim Khader	Updated November 2017