The Bezos KBA Communications Officer will coordinate the implementation of the communications plan of the project “Key Biodiversity Areas – developing a blueprint for 30x30”. The post holder is responsible for:

• Supporting staff communications efforts at the lead organizations in the seven project countries.
• Supporting regional and global advocacy by BirdLife and KBA Partner advocates to integrate KBAs in relevant international policy frameworks.
• Promoting KBAs, the KBA Partnership and Programme to external audiences, in collaboration with the KBA Communications Working Group.

1. OVERALL PURPOSE OF JOB

The Bezos KBA Communications Officer will coordinate the implementation of the communications plan of the project “Key Biodiversity Areas – developing a blueprint for 30x30”. The post holder is responsible for:

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• Supporting regional and global advocacy by BirdLife and KBA Partner advocates to integrate KBAs in relevant international policy frameworks.
• Promoting KBAs, the KBA Partnership and Programme to external audiences, in collaboration with the KBA Communications Working Group.

2. WORK RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Americas Marketing and Communications Manager, Global IBA Programme Coordinator

REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
None

PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT

• Bezos KBA Project management team (incl. Head of the KBA Secretariat, Americas IBA/KBA Programme Manager, Americas KBA Regional Focal Point, KBA Training Officer)
• Africa Communications Manager
• Global Communications Team
• Global Policy Team

PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NET-WORK

• BirdLife Partner communications staff in Bolivia, Ecuador and Peru

PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:

• Communications staff of lead organization of the Bezos KBA project in Colombia, Congo Republic, Democratic Republic of Congo and Gabon
• KBA Communications Working Group
• Communications staff of other KBA Partners.

3. KEY WORKING RELATIONSHIPS

<table>
<thead>
<tr>
<th>Contact</th>
<th>Level (1-3)</th>
<th>Contact</th>
<th>Level (1-3)</th>
<th>Contact</th>
<th>Level (1-3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BirdLife Network Organisation Staff</td>
<td>2</td>
<td>General Public</td>
<td>1</td>
<td>Institutional policy makers /Politicians/ Corporations</td>
<td>1</td>
</tr>
<tr>
<td>BirdLife Advisory Groups, Committees, Reg. Councils</td>
<td>1</td>
<td>Press &amp; Media</td>
<td>3</td>
<td>Institutional Funders</td>
<td>1</td>
</tr>
<tr>
<td>BirdLife Global Council</td>
<td>1</td>
<td>Regulators/Legislators / Auditors</td>
<td>1</td>
<td>Individual donors/ members</td>
<td>1</td>
</tr>
<tr>
<td>Suppliers/Service Providers</td>
<td>2</td>
<td>Scientific Community</td>
<td>2</td>
<td>Royalty/VIPs/ High worth Individuals</td>
<td>1</td>
</tr>
</tbody>
</table>

Level of Contact
1. = General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.
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.

4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:

1. Support implementing the communications plan for the KBAs Partnership in the Tropical Andes and the Congo Basin through producing and disseminating relevant content.

2. Producing engaging content across diverse platforms and media such as editorial, print, video, infographics, newsletters, reports, timelines, banners, social media posts, corporate templates, PowerPoint presentations, among others.

3. Develop and maintain relationships with the communications staff of the lead organizations of the Bezos KBA project in the seven project countries to help them implement national KBA communications plans.

4. With national communications staff, identify main project milestones, dates and events and disseminate information about these at the regional and global levels.

5. With the global policy team, identify main events and opportunities at the regional and global level and use these to promote KBAs.

6. Use all available communication channels (BirdLife Website, Magazine, Hatch, KBA Partner Websites, social media, etc.) to promote KBAs and the project results.

7. Organize media events (press conferences, media briefings, interviews, campaigns) to promote KBAs and the project results and main events.

8. Maintain regular communications with the KBA Communications Working Group to share news stories about the Bezos KBA project.

9. Prepare and disseminate relevant communications materials in collaboration with the KBA Secretariat and the KBA Communications Working Group.

10. Help prepare regular reports to the Bezos Earth Fund.

11. Work closely with the Africa and Americas Communications Managers to promote the project.
and KBAs to the BirdLife Partnership and external audiences in Africa and the Americas.

12. Provide general support to the Americas and Global communications teams.

5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

<table>
<thead>
<tr>
<th>RESPONSIBILITY AREA</th>
<th>LEVEL OF AUTHORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial/Budgetary</td>
<td>None</td>
</tr>
<tr>
<td>Contracts – Funders</td>
<td>None</td>
</tr>
<tr>
<td>Contracts – Staff/Consultants</td>
<td>None</td>
</tr>
<tr>
<td>Contracts – Service providers</td>
<td>Negotiation of relevant professional services with any individual or company to produce communications materials</td>
</tr>
<tr>
<td>Legal Responsibility</td>
<td>None</td>
</tr>
<tr>
<td>Other</td>
<td>None</td>
</tr>
</tbody>
</table>

6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
<th>KNOWLEDGE/SKILLS/ATTRIBUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum General Education</td>
<td>Bachelor’s Degree level or other qualification in any appropriate discipline related to communications, advertising, or multimedia production.</td>
</tr>
<tr>
<td>Other Education/Qualification</td>
<td>N/A</td>
</tr>
<tr>
<td>Job Specific Knowledge</td>
<td>Good knowledge of socio environmental topics and technical jargon.</td>
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<tr>
<td></td>
<td>Familiar with creative communication, brand communication, multimedia production, social media, and design skills.</td>
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<td></td>
<td>Ability to identify, write, and edit clear, message-driven copywriting that reinforces the organizations and program brands.</td>
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<td></td>
<td>Knowledge of the principles of strategic environmental communications.</td>
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<tr>
<td>Experience</td>
<td>Experience in crafting concise narratives, with demonstrated success, preferably in either the commercial or not-for-profit sector.</td>
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<td></td>
<td>Proven ability to write and deliver effective, audience-focused communications and campaigns.</td>
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<tr>
<td></td>
<td>Familiarity with birds, science, the nonprofit conservation field, international NGOs, and environmental and/or development issues highly desirable. In their absence, a passion to learn quickly and embrace the accuracy and precision those topics require.</td>
</tr>
<tr>
<td>Management &amp; organizational skills</td>
<td>Good organizational and planning skills and an ability to adhere to deadlines. A self-starter capable of hearing and incorporating management guidance and priorities in one’s own initiatives with the confidence and imagination to propose alternatives and solutions.</td>
</tr>
</tbody>
</table>
**Communications skills**

Excellent written and oral, and interpersonal communication skills including the ability to understand complex policy and scientific issues and to articulate these in a simple, catchy way including using storytelling, case studies, illustrations, infographics, videos, and social media for several audiences. A passion for language that engages and for using storytelling to urgently fight the global biodiversity/nature and climate crises.

Good interpersonal, networking and team working skills with the enthusiasm and ability to collaborate with, motivate and advise others (colleagues, project partners, stakeholders).

The ability to turn around quality written content rapidly, having vetted facts, grammar, and tone.

A knowledge of Wordpress is desirable.

Design skills desirable, Photoshop, Illustrator, InDesign, Canva.

**Creativity & Initiative**

Ability to solve problems, to identify emerging issues, and to spot linkages and opportunities for synergies. Capacity to propose and integrate new ideas and approaches.

Ability to pursue new and unfamiliar challenges, work independently, think on one’s feet, and devise innovative solutions to novel challenges.

**Computer Literacy**

Excellent computer skills.

High proficiency in MS Office (especially Outlook, Word and PowerPoint) and Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, InDesign).

**Languages**

Fluency in spoken and written English and Spanish is essential.

**Travel requirements**

Rare international travel.

**OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES**

Proven experience of effective teamwork with genuine interest in the environment, biodiversity conservation, the NGO sector, local communities and civil society. Self-motivated. An awareness of the scale of the planet’s existential crises and passionate energy to contribute to working for the societal changes needed to address them. Willingness to learn, to ask questions and provide feedback to colleagues and supervisors. Flexibility and adaptability. Cultural sensitivity. Attention to detail.

**Prepared by:** Zoltan Waliczky/Diego Ribadeneira  
**Date:** November 2022