



TERMS OF REFERENCE FOR COMMUNICATIONS CONSULTANT – 18 MONTHS

Value: \$5,359,200 per annum

Requesting Section: Forestry Department

Date: January 10, 2024

1. OBJECTIVES OF ASSIGNMENT

Under the general direction and supervision of the Senior Director, Corporate Communications & Marketing, the incumbent is responsible for the development and implementation of marketing communications strategies in support of the GEF-7 Jamaica Mangroves Plus project and the wider corporate communications strategies of the Forestry Department to build and maintain high levels of public awareness and visibility about the project as well as the Agency, while encouraging greater public participation in the relevant activities.

2. SCOPE OF WORK

The incumbent will be expected to undertake certain key tasks, described below, to meet the objectives outlined above in Part 1 of this Terms of Reference.

Management/Administrative Responsibilities

- Planning Public Relations campaigns and strategies for the Jamaica Mangroves Plus project.
- Monitor the public and media's opinion of the Jamaica Mangroves Plus project and the Forestry Department in relation to this project.
- Attending events such as press launches, news conferences, exhibitions, tree planting exercises, and sponsorship events.

Technical/ Professional Responsibilities

- Lead in the implementation of the approved Visibility Plan, media campaign, and other promotional activities for the Jamaica Mangroves Plus project.
- In collaboration with the Corporate Communications and Marketing Division at the Forestry Department develops and designs informational material such as videos, brochures, fliers, and posters for dissemination to the public.

- Coordinates the execution of the Agency and project-related displays at exhibitions and other functions.
- Collaborates with other Government Agencies and NGOs on relevant promotional events.
- Prepares and submits special and periodic (monthly, quarterly, and annual) analytical reports on the Jamaica Mangroves Plus Project’s performance as requested.
- Assist with the organizing, executing, and evaluating sensitization sessions, workshops, seminars, and other public education events done by the Agency regarding the Jamaica Mangroves Plus Project.
- Coordinates media activities and collaborates with the media for the delivery of content about the Jamaica Mangroves Plus Project.
- Prepares press releases, news and feature articles, and other material for dissemination by the media.
- Liaises with the media and maintains effective relationships with Media, Public Relations Agencies, and professionals.
- Leads in the development of strategies for the effective dissemination of information to the public.
- Assist with the development and execution of social media strategy, content (including multimedia pieces), and monitoring of campaigns executed for the Jamaica Mangroves Plus Project and by extension the Agency.
- Coordinate the development of promotional materials related to the project to include videos, social media content, tokens, banners et al. Undertake design work as needed to support such development.

3. DELIVERABLES

Key Deliverables	Standards for Delivery
Progress reports on the Jamaica Mangroves Plus Project visibility activities are prepared and submitted.	Reports and assignments are completed and submitted in accordance with the given deadlines.
Visibility strategies identified in Visibility and Media Plans implemented.	Visibility strategies identified in the Visibility and Media Plans implemented according to schedule/ agreed workplan.

Key Deliverables	Standards for Delivery
Jamaica Mangroves Plus Project resource materials (including videos and multimedia products) are produced, current, relevant, appropriately documented, and accessible to the public.	Jamaica Mangroves Plus Project resource materials are produced in a timely manner, current, relevant, appropriately documented, and accessible to the public.
Good coordination and effective working relations exist with the Forestry Department and external partners of the Jamaica Mangroves Plus Project.	Entities are consulted and collaborated with where appropriate when executing the relevant activities.

4. Expertise Required

- First Degree in Communication and or equivalent specialization
- Three (3) years’ experience in Communication and/or Public Relations or Business Communication field.
- Demonstrated Graphic design skills/experience.

REQUIRED COMPETENCIES

- Excellent interpersonal skills.
- Excellent written, verbal, and presentation skills.
- Excellent public speaking skills.
- Good judgment, decision-making, and problem-solving skills.
- Excellent planning and coordinating skills.
- Proficiency in relevant computer applications and systems.
- Excellent knowledge of modern public relations practices and techniques.
- Knowledge of media skills such as photography, videography, and audio production.

ADDITIONAL SKILLS:

- Ability to work independently and as a member of a team;
- Ability to meet deadlines, prioritize multiple tasks, and have a drive for delivering results by applying technical expertise;
- Ability to persuade and influence target audiences;
- Ability to convey complex concepts and to develop and deliver presentations to audience with various backgrounds in a clear and concise manner;
- Understanding of environmental issues in Jamaica, including key actors and ongoing projects related to natural resources management would be an asset.

5. REPORTING

The incumbent will report primarily to the Senior Director – Corporate Communications & Marketing Division, Forestry Department.

6. LOCATION

The main location of the assignment will be at the Forestry Department Head Office- 173 Constant Spring Road, Kingston 8.

7. ANTICIPATED DURATION

The assignment is to be completed within **eighteen (18) months** following the inception of the contract.

8. CONFLICTS OF INTEREST

The incumbent is required to comment on any potential conflicts of interest arising out of other assignments or a conflicting involvement in other assignments.

9. CONFIDENTIALITY

The incumbent agrees to keep confidential all information that they receive, directly or indirectly, from Forestry Department or any other stakeholder, as well as all copies that they make, or have been made by third parties, based on such information (collectively, the Material). The incumbent shall use the Material exclusively for the purpose of preparing deliverables relevant to this assignment. Confidentiality obligations shall not apply to information in the public domain. The incumbent shall only permit access to the Material to persons within their organisations on a need-to-know basis. The incumbent shall explicitly inform such persons of the confidential nature of the Material and, prior to providing them with the Material, subject them to the confidential obligations contained in this Terms of Reference.