

PROGRAM FOR SUSTAINABLE AND INCLUSIVE BELIZE
TERMS OF REFERENCE

Communication Officer

Duty station: Belmopan
Supervisor: Chief Climate Change Officer
Project number: BL-L1041- P00041
Loan No.: 5583/OC-BL

1 BACKGROUND

Belize updated its National Climate Change Policy, Strategy, and Master Plan (NCCPSMP) and its Nationally Determined Contributions (NDC) in 2021. In doing so, the National Climate Change Office (NCCO), developed a National Climate Change Communication Strategy which aims to effectively communicate climate change adaptation and mitigation issues to the national audience while providing awareness to Belize’s national priorities within these frameworks.

The Sustainable and Inclusive Belize Program –(SAIB) will support the National Climate Change Office, and the Ministry of Sustainable Development, Climate Change and Disaster Risk Management (MSDCCDRM) to keep the momentum of awareness on Belize’s NCCPSMP and NDCs at the forefront of discussion, a Communication Officer is being hired. The Communication Officer will assist in the increase of awareness of Belize’s commitment to the climate change pledge.

The general objective of SAIB is to improve incomes and promote sustainable livelihoods within the agriculture and tourism sectors. The specific objective is to improve MSMEs competitiveness, climate resilience and environmental sustainability. The project is being funded jointly by the Government of Belize and the Inter-American Development Bank (IDB) through a loan of US\$15 million and non-reimbursable Investment Financing Agreement of US\$800,000.00.

The program is comprised of two substantive components that will achieve the objective:

Component 1: Direct support to farmers, agricultural groups and MSMEs for Sustainable and Inclusive development.

- Sub-component 1: Environmentally sustainable and climate resilient farming systems
- Sub-component 2: Sustainable and Inclusive Agri-Foods Markets.
- Sub-component 3: Sustainable and Inclusive Tourism

Component 2: Enabling environment for sustainable and inclusive development.

2 OBJECTIVE AND SCOPE OF SERVICES

The Communication Officer will support the National Climate Change Office in the implementation of communication and public information campaigns on climate and

environmental risks and on resilient, low carbon, and environmentally sustainable practices across identified priority sectors, with special focus in agriculture and tourism to increase awareness and enhance more responsible behavior from MSMEs and general public.

3 RESPONSIBILITIES/ACTIVITIES

General Administrative Responsibilities

- Assist in the development of quarterly workplan and budget relating to implementation of communication and awareness activities and packages for the National Climate Change Office (NCCO)
- Prepare quarterly report and annual report as part of donor reporting.
- Participate in meetings or workshops, as required.
- Develop and archive all communication materials, digital publications, press releases and clippings, photographs, audio-visual materials (power point presentations, etc.) and other resources.

General Technical/ Professional Responsibilities

- Provide substantial expertise for the implementation of Belize's National Climate Change Communication Strategy and Action Plan. This will include extensive stakeholder consultation across all sectors.
- Ensure that the principles are consistent with the UNFCCC Article 6, the NCCPSAP, and Belize's development plans. Ensure that strategies are inclusive and gender responsive in terms of socio-cultural practices and levels of knowledge, attitudes, practices, and behaviors.
- Ensure that the views of grass roots people, indigenous people, and women are included in the design consultations/forums/planning meetings.
- Develop partnerships with other relevant organizations to disseminate information and create awareness about climate change actions and issues and the NCCO's programs and activities. Message design should be aimed at supporting behavioral change among various stakeholders.
- Develop and implement 6 (2 per year) multiplatform national campaign and a regional/local on climate and environmental risks on resilient, low carbon and environmentally sustainable practices in agriculture and tourism, to increase awareness and enhance more responsible behavior from MSMEs and general public.
- Develop and maintain contact information, materials and relationships with journalists and media outlets to increase coverage of climate change related issues in the media. This may include organizing project site visits, photo coverage, tv footage.
- Facilitate the media at local and national events, as requested and needed.
- Provide bi-weekly newsletters to the MSMEs and general public.
- Lead in planning, organizing, and facilitating national and sectoral consultations regarding the activities of the NCCO.
- Designing and dissemination of promotional branding and marketing materials for national campaigns.

- Oversee the timely and quality production of branding and marketing materials.
- Ensure content created is accurate and error-free.
- Assist in organizing and generating public support for special events and campaigns, events and project review meetings including agendas and meeting minutes.
- Monitor, evaluate and document impact of communication materials and campaign to target audience and implement improvements where necessary.
- Assist the NCCO with any other communication actions related to the implementation of the Communications Strategy, and its awareness and education campaign of its Climate Change Frameworks.

4 QUALIFICATION AND EXPERIENCE

4.1 Academic Qualifications

Minimum of bachelor's degree in communications, Public Relations, English, Business Administration, or other related field.

4.2 Experience

- I. At least 5 years of general experience in Communications, public awareness, media campaigns, public relations, marketing or a related field.
- II. Minimum of 2 years' experience in media, stakeholder liaison or engagement strategies.
- III. Minimum of 3 years' specific experience in the development of communication materials (ex. videos, posters, flyers), photography, videography or related work for a donor organization, governmental institutions, NGO, or private sector is required.
- IV. Experience working with MSMEs, local or indigenous communities in Belize, and knowledge about their cultural aspects, is an advantage.

5 SKILLS, KNOWLEDGE, AND ABILITIES

- I. Excellent written and verbal English skills.
- II. Proficient knowledge of videography and photography to develop video stories for media communication.
- III. Proficient knowledge and experience with Adobe Photoshop, Adobe Acrobat, InDesign (or similar design software) is required.

- IV. Knowledge proficiency on Climate environmental risks and on resilient, low carbon and environmentally sustainable practices.

6 COMPETENCIES

- Demonstrate integrity by modeling values and ethical standards.
- Displays cultural, gender, religion, race, nationality, and age sensitivity and adaptability.
- Demonstrates strong coordination and facilitation skills.
- A proactive worker who can develop and implement ideas.
- Effectively plans and prioritizes workload.
- Demonstrates willingness to learn and to develop a team player attitude.
- Planning, organizing, and analytical skills.
- Result-oriented, flexible, and problem-solving skills.
- Proficient knowledge of video production ability to develop story lines with accompanying videos for media communication with a proven record of impact at both the national and regional level.

7 SUPERVISION:

The Communication Officer will work under the direct supervision of the Chief Climate Change Officer. The Administrative focal point for this consultancy is the Project Manager of the Sustainable and Inclusive Belize Program of the Central Executing Unit at the Ministry of Economic Development.

8 REPORTING RESPONSIBILITY

The Communication Officer will report directly to the Chief Climate Change Officer.

9 SALARY RANGE

55K-60K inclusive of gratuity (BZD)

10 PAYMENT SCHEDULE:

Monthly

11 DURATION OF CONSULTANCY

24 months

12 WORKING ARRANGEMENTS

The Communication Officer will work full time in office.