

Consultancy Brief

Mass Communication and Public Education Specialist to develop the Communication and Public Awareness Plans to be implemented by a national project for the conservation of Barbados' endemic reptiles.

CABI BACKGROUND

CABI is an international not-for-profit organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment. CABI is an intergovernmental organization that can trace its origins back to 1910. Our 49 member countries guide and influence our core areas of work, which include International Development and Publishing.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK, the USA and Zambia.

International Development projects and research

Through knowledge sharing and science, CABI helps address issues of global concern such as improving global food security and safeguarding the environment. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting biodiversity from invasive species, and improving access to agricultural and environmental scientific knowledge.

CABI's Knowledge Business

CABI produces key scientific publications, including CAB Abstracts – the world-leading abstracting and indexing database covering applied life sciences. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. CABI invests its publishing surpluses directly into development projects, helping to improve livelihoods worldwide.

For more information go to www.cabi.org and www.plantwise.org

THE ROLE

Job title:	Mass Communication and Public Education Specialist
Fees:	Commensurate with qualifications and work experience
Reporting to:	CABI's Regional Representative, Caribbean and Central America
Location:	Barbados
Duration:	8 weeks

Purpose of the role:

CABI, in conjunction with our international donors and partners, implements and manages a wide range of initiatives around the world, ranging from research projects to rural development activities. The successful candidate will conduct this consultancy in furtherance of development of a project proposal: **“Reducing the threats to endangered reptiles from habitat loss and Invasive Alien Species (IAS) through enhanced biodiversity governance and strengthened bio-security in Barbados”** with funding from the Global Environmental Fund.

Key accountabilities: The Public awareness/education-Communications Specialist will closely coordinate with the project team, CABI, the Ministry of Environment and National Beautification and relevant stakeholders to conduct a key stakeholder analysis and develop a communication, education and awareness plan that would be developed during project implementation to create greater awareness of the importance of Barbados' endemic species and the need to preserve them while encouraging the general public, tourists and the private sector to actively support the conservation efforts with particular focus on the role women and youth can play in targeted interventions to reduce threats to critically endangered biodiversity and enhance population viability.

Key products will include:

- Develop the key elements of an interactive public awareness campaign to be developed under the project
- Recommendations for a suite of public awareness resources that focus on conservation of the country's endangered reptilian biodiversity
- Stakeholder engagement plan and knowledge management strategy for application by the project
- Draft terms of reference for the Public awareness/education-Communications Specialist to be retained by the project.
- Develop key performance indicators to measure the success of the communication plan at mid term and end of project

CANDIDATE PROFILE

Knowledge & Skills

Required

- Fluency in English, with first class written and oral communication skills
- Broad understanding of the communication methods and techniques used to highlight the negative impacts of invasive species and the importance of native and endemic species
- Proven ability to rapidly evaluate complex information to ascertain its potential usefulness, and to produce a synthesis
- Excellent numeracy skills
- Familiarity with the logical framework and other strategic planning approaches
- Good working knowledge of the MS Office suite of programs specifically Word, Excel, PowerPoint and Outlook.

Desirable

- Knowledge and experience of the use of mass communication to communicate complex development issues and to generate support for national conservation efforts in Barbados.
- Understanding of gender issues and how to mainstream gender perspectives in projects

Education & Qualifications

Required: A first degree and/or M.Sc. in a Communications and Marketing with a working knowledge of effective marketing nature and biodiversity to the general public as well as tourists.

Desirable: PhD or equivalent experience.

Experience

Required

- Considerable and demonstrable post graduate qualification and experience in Mass Communication and environmental conservation.
- Broad range of experience of operating on multiple projects and across borders and cultures.

Desirable

- Significant developing country experience in mass communication and marketing of environmental conservation, ideally working with a wide range of stakeholders including local communities, NGOs, government officials, other partners, and researchers.

- Good knowledge of international best practice in business management and marketing.

Personal Characteristics

Required

- Highly motivated, organized and adaptable, with strong inter-personal and communication skills
- Comfortable working both independently or as part of a team
- Able to work under pressure and deliver high quality products to tight deadlines, including occasional out-of-hours working
- Trustworthy and capable of dealing with sensitive information in a discreet and confidential manner
- Robust with the operational grip and capacity to handle a demanding workload, including some travel

Desirable

- Ability to articulate scientific concepts effectively to technical experts and non- experts
- Strong influencing and networking skills
- Ability to work and interface with public officials at ports of entry

NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular may vary from island to island.

EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

HOW TO APPLY

To apply please submit your CV and a covering letter via our online recruitment to n.ramnanan@cabi.org with copy to a.witt@cabi.org

Please note closing date for receipt of applications is 21st October 2022. We reserve the right to close the vacancy, interview and appoint before this date if a suitable number of applications are received.