

# Consultancy Brief

**Business development /  
private sector specialist to  
develop feasible plans for  
valorizing unique endemic  
species to generate  
sustainable funding for the  
conservation of endemic  
reptiles in Barbados**

## 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](http://www.cabi.org) and [www.plantwise.org](http://www.plantwise.org)

## THE ROLE

<b>Job title:</b>	Business development / private sector Specialist
<b>Fees:</b>	Commensurate with qualifications and work experience
<b>Reporting to:</b>	CABI's Regional Representative, Caribbean and Central America
<b>Location:</b>	Barbados
<b>Duration:</b>	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 Business development / private sector Specialist will closely coordinate with the project team, CABI, the Ministry of Environment and National Beautification and relevant stakeholders to perform/deliver the following tasks/outputs associated primarily with targeted interventions to reduce threats to critically endangered biodiversity and enhance population viability that can be sustained via various income generating initiatives.

### Key products will include:

- Conduct a review of successful business models that have successfully sustained conservation efforts that can be used as a model in the case of Barbados.
- Develop a detailed plan for conducting a market analysis for endemic species among both the general public as well as tourists.
- Conduct a preliminary market analysis to assess the feasibility of implementing various income generating strategies to contribute to the overall sustainability of the conservation efforts to maintain a resilient population of the endemic reptiles at the Ragged Point bio-secure facility considering revenue generation potential from visitation to that facility, philanthropic efforts and other financial recovery options to be elaborated under the project
- Draft terms of reference for the business development / private sector Specialist to be retained under the project
- Develop Key performance indicators for measuring the impact and success of these initiatives during the project and post project.

## CANDIDATE PROFILE

### Knowledge & Skills

#### **Required**

- Fluency in English, with first class written and oral communication skills
- Broad understanding of the methods and techniques of valorizing the value of endemic, unique species to generate sustainable funding for conservation purposes.
- 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 developing feasibility plans for unique business propositions to generate income from endemic island biodiversity
- Understanding of gender issues and how to mainstream gender perspectives in projects

### Education & Qualifications

**Required:** A first degree and/or M.Sc. in a business management with a working knowledge of marketing nature and biodiversity general public as well as tourists.

**Desirable:** PhD or equivalent experience.

### Experience

#### **Required**

- Considerable and demonstrable post graduate qualification and experience in business management and marketing of nature.
- Broad range of experience of operating on multiple projects and across borders and cultures.

#### **Desirable**

- Significant developing country experience in business management and marketing of environmental conservation and protection and development and applied research, 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](mailto:n.ramnanan@cabi.org) with copy to [a.witt@cabi.org](mailto:a.witt@cabi.org)

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