



TERMS OF REFERENCE

JUNIOR COMMUNICATIONS CONSULTANT

Position Summary

The Africa Protected Area Directors network seeks a communication consultant to support the delivery of a 10-month project. The consultant will broadly support events, social and traditional media engagement, and input to knowledge products for policy advocacy. They will require advanced communication skills needed to engage media, policymakers in government and civil society stakeholders, and the Public.

Project Background

The Advancing Pan-African Collaboration for Improved Protected and Conserved Area Governance project is led by the Africa Protected Area Directors network (APAD) and funded by the German Federal Ministry for Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV). The project will be facilitated by the African Wildlife Foundation, which hosts the secretariat function of APAD. The project objective is to promote collaborative and inclusive conservation models.

Africa Protected Areas Directors Network

The Africa Protected Areas Director network (APAD) is a platform open to the representatives of national authorities of Protected Areas operating throughout Africa. Its objectives are to: Foster information sharing; Develop a common agenda for Africa's protected areas; and Facilitate collaboration and collective responsibility among the Africa Protected Areas Directors.

Position Objectives

The Communication Consultant will work closely with the Strategic Communications Manager to develop and implement a comprehensive communication strategy. The key objectives are as follows:

- a) Provide advisory and technical input to project communications strategy.
- b) Provide event support during key project activities, including workshops, conferences, and high-level meetings.
- c) Develop and manage social media channels to increase project visibility, engage stakeholders, and share updates.
- d) Facilitate media engagement to promote project achievements, raise awareness, and influence policy discussions on protected and conserved area governance.

Scope of Work: The Communication Consultant will undertake the following tasks:



a) Event Support:

- Provide advisory input to concept development for APAD (Africa Protected Area Directors) conference including activities such as workshops, an exchange visit, and high-level dialogues.
- Develop and coordinate the production of event branding including banners, factsheets, brochures, and presentations.
- Coordinate on-site event communications support, including branding, photography, and external media.
- Lead development of event-related communications products including social media posts, web and print publications, etc.
- Provide advisory input to knowledge products such as policy briefs and factsheets.

b) Content and Social Media Management:

- Work with the Strategic Communications Team to develop a social media strategy aligned with project objectives and target audience.
- Create and curate engaging content for various social media platforms (e.g., Facebook, Twitter, LinkedIn, Instagram) and consistently post relatable updates on APAC platforms with news, success stories, and relevant articles related to protected and conserved area governance.
- Monitor and analyze social media metrics, and adjust the strategy accordingly to optimize engagement and reach.
- Regularly contribute news and blog articles for the AWF and APAC websites.
- Provide research support to the Strategic Communication and Global Leadership team members

c) Media Engagement:

- Develop a media engagement plan to promote project activities, achievements, and policy recommendations.
- Draft and distribute press releases, op-eds, and other communication materials to targeted media outlets.
- Facilitate media interviews and coordinate media coverage during project events.
- Monitor media coverage and prepare media reports highlighting project visibility and impact.

Deliverables

The Communication Consultant is expected to deliver the following outputs:

- Event support: Detailed event plans, materials, and post-event reports for project workshops, conferences, and high-level meetings.
- Social media management: Social media strategy, with a monthly/weekly content calendar to be shared with the APADs, regular posts on the APAC socials, and



monthly performance reports.

- Media engagement: Media engagement plan, press releases, media reports, and documented media coverage.
- Website Updates: Create APAD related content for the APAC website while running basic back-end support.

Duration

The consultancy will be for a period of **8 Months** starting from **August 1, 2023**. This is a full-time consultancy as the nature of the work entails on-site planning and coordination.

Qualifications and Experience

The Communication Consultant should possess the following qualifications and experience:

- Bachelor's degree in related Communications, Business Administration, Journalism or related field.
- At least two years of relevant, demonstrated experience in media, public relations or related field.
- Proven experience in developing and implementing communication strategies.
- Strong event management skills, including planning, coordination, and on-site support.
- Demonstrated expertise in social media management and content creation for various platforms.
- Experience in media engagement, including press releases, media relations, and media monitoring.
- A great eye for detail and the ability to share information across all channels with an extensive knowledge in research and data-gathering skills.
- Project management experience, with demonstrated leadership or strategic support to communications.
- Excellent written and verbal communication skills in English. Knowledge of other languages, especially French, would be an advantage.
- Intercultural competence, with the ability to work across language differences.
- Familiarity with policy processes and issues with understanding of conservation and other environmental issues strongly preferred

Reporting

The position will be based in Nairobi, Kenya and will be a team member of the Brand and Public Engagement Team. The Communication Consultant will report directly to the Strategic Communications Manager working closely with the project lead. Regular progress updates and reporting requirements will be determined in consultation with the project team.



Application Process

Interested candidates should submit their CV, a cover letter outlining their relevant experience and skills to procurement@awf.org with a copy to EKairu@awf.org on or before by 28th July 2023 5pm EAT.