

National Environment & Planning Agency

**Integrating Water, Land and Ecosystems Management in Caribbean Small Island
Developing States (IWECO)**

National Sub-Project 1.4

**Biodiversity Mainstreaming in Coastal Landscapes within the Negril
Environmental Protection Area of Jamaica**

Terms of Reference: Communication Specialist

Prepared by:

National Environment & Planning Agency

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TERMS OF REFERENCE FOR COMMUNICATION SPECIALIST

1.0 BACKGROUND

Regional Context

- 1.1 The Integrating Water, Land and Ecosystems Management in Caribbean Small Island Developing States (IWECO Project) is financed by the Global Environment Facility. IWECO is a five-year project with four components; (1) development and implementation of integrated targeted innovative, climate-change resilient approaches in sustainable land management (SLM), integrated water resources management (IWRM) and maintenance of ecosystem services; (2) strengthening of the SLM, IWRM and ecosystems monitoring, and indicators framework; (3) strengthening of the policy, legislative and institutional reforms and capacity building for SLM, IWRM and ecosystem services management taking into consideration climate change resilience building and (4) enhancing knowledge exchange, best practices, replication and stakeholder involvement.
- 1.2 The United Nations Environment Programme Caribbean Regional Coordinating Unit (UNEP CAR/RCU) is the lead implementing agency along with the United Nations Development Programme (UNDP) for the implementation for some activities under the knowledge management and community-based livelihoods support opportunities through the GEF-Small Grants Programme. The project will be implemented in 10 Caribbean countries including Jamaica. UNEP CAR/RCU in partnership with the Caribbean Public Health Agency (CARPHA) serve as co-executing agencies
- 1.3 The project cooperative agreement between Jamaica and the UN Environment was signed on July 12, 2018, (the Non-reimbursable Financing Agreement UNEP/PCA/ECOSYSTEMS/2018/MCEB-CEP/003) in their capacity as the Administrator of the Global Environment Facility Fund (GEF) grants for the national subproject titled “Biodiversity Mainstreaming in Coastal Landscapes within the Negril Environmental Protection Area of Jamaica”.

NATIONAL SUB-PROJECT

Project Site and Importance

- 1.4 The Negril Environmental Protection Area (EPA) with specific focus on the Negril Great Morass is the location for the project. The Negril EPA was declared a protected area in 1997 and is one of the largest natural coastland ecosystems in the Caribbean region and is the second largest coastal wetland in Jamaica. It is located at the western end of Jamaica and encompasses 406.7km² of coastal and marine ecosystems and contains six percent (6%) of Jamaica 1,022km of coastal wetland.
- 1.5 The Great Morass contains globally significant biodiversity and is under severe pressure from activities that are overexploiting the ecosystem services it provides. It is a peat-accumulating wetland which includes the major habitats of open water, mud flats, mangroves, terrestrial forest and swamp. Species found in the project site includes Sawgrass (*Caladium jamaicensis*), Swamp Cabbage Palm or Royal Palm (*Roystonea princeps*), groves of Bull Thatch (*Sabal jamaicense*), the rare, endangered and Caribbean endemic West Indian Whistling Duck (*Dendrocygna arborea*), Rails (*Rallidae*), Grebe (*Podicipediformes* sp.), Coots (*Fulica* sp.), Moorhen (*Gallinula* sp.), and Egrets and Herons (*Andeidae*). The Palm forest in the morass also provides a habitat for many doves, hummingbirds and Jamaican Woodpeckers (*Melanerpus radiolatus*). The Negril Royal Palm Reserve, has the largest stand of the endemic Royal Palm in Jamaica.
- 1.6 Threats identified that impact the morass include human-induced drainage of its wetlands, coastal development, unsustainable agricultural practices, invasive alien species, and the proliferation of informal settlements. These threats inclusive of the felling of trees have resulted in the reduction in aerial extent of the Royal Palm forest. Invasive alien species are also a threat to the morass (e.g. *Alpinia allughas* -wild ginger) suppressing regeneration of the natural pre-existing vegetation. One of the other threats to the morass is the brush fires which also threaten the tourism industry and human health.
- 1.7 The two main economic sectors are in the EPA, tourism and agriculture and they are highly reliant on the natural ecosystems and their biodiversity. Jamaica has made, and continues to make, significant investments in biodiversity conservation. There is now an opportunity for mainstreaming environmental

concerns and biodiversity conservation into the daily operations of biodiversity-dependent production sectors in Negril. Biodiversity mainstreaming objectives are increasingly reflected in government policies, frameworks and strategies, with some progress made in implementation. However, the mainstreaming of biodiversity conservation into land use planning remains unaddressed. The Negril Environmental Protection Plan, though outdated, was developed to guide environmental and biodiversity considerations in the EPA. The Negril and Green Island Area Confirmed Development Order (2015) was instituted to guide development in the EPA. However, neither comprehensively addresses biodiversity conservation related to development activities.

Project Objectives and Components

- 1.8 The objective of the project is to promote conservation of internationally significant wetland biodiversity through the restoration of wetland ecosystem services and sustainable use of wetland biological resources. The three fold overall goal of the project is to (1) restore historical hydrological and other physical processes, (2) enhance and re-establish native vegetation communities to provide habitat to wetland fauna, (3) eliminate conflicts that degrade ecosystem functions and (4) implement institutional arrangements to ensure the long-term sustainability of wetland biological resources.
- 1.9 There are eighteen expected outputs and twenty outcomes for the five components (1) Integrated approaches to land management, land use, pollution management and management of the hydrodynamics of the Negril EPA; (2) Improvement of water, land, ecosystems and biodiversity resources of the Negril Morass, taking into account climate change, sensitive ecosystems and ecosystem services; (3) Strengthening of policies and legal and institutional frameworks and capacity building for sustainable land management, integrated management of water resources and the management of ecosystem services, taking into account climate change; (4) Communication, awareness, policy dialogue, sustainability and lessons learnt (5) Project administration, monitoring and evaluation and audit. There are also nine sub-components.

Partnership for Project Implementation

- 1.10 The NEPA will be responsible for the overall coordination and management of the Project. There are a number of public and private sector partners that are important for project implementation along with the community stakeholders.

- 1.11 The success of this project hinges on its ability to implement the planned environmental interventions coupled with the ability to bring about positive social changes in stakeholders' behavior towards the environment and the long term adoption of best practices for environmental stewardship. Carefully crafted communication strategy and public awareness campaigns will be utilized to increase public awareness and support the implementation of the overall programme particularly the rehydration of the Negril Great Morass.

2.0 PURPOSE AND SCOPE OF WORK FOR THIS CONSULTANCY

2.1 The success of this project hinges on its ability to implement the planned environmental interventions coupled with the ability to bring about positive social changes in stakeholders' behavior towards the environment and the long term adoption of best practices for environmental stewardship. Carefully crafted communication strategy and public awareness campaigns will be utilized to increase public awareness and support the implementation of the overall programme particularly the rehydration of the Negril Great Morass. The Communications Specialist will work independently and collaboratively to achieve the communication objectives of the project.

- 2.1.1 Position the project objectives and activities through targeted communication activities with some national activities,
- 2.1.2 Design appropriate messages
- 2.1.3 Build awareness and understandings of project activities and achievements
- 2.1.4 Build collaborative arrangements and local buy-in to the project
- 2.1.5 Design communications and policy dialogue tools and arrange forum for discussions and sharing.
- 2.1.6 Facilitate sustainability of project outputs and strategy as well as pilot mechanisms and initiatives.

Specific Duties:

2.2 Under the overall supervision and direction of the Project Manager, the Communication Specialist shall carry out the following specific duties:

2.2.1 Public Education and Awareness

- a) In keeping with the principles and standards for development communication and utilizing the participatory methodology prepare and implement communication plans based on the Communication Strategy for the Project. The plans should reflect programmes and

activities to close gaps highlighted in the first Knowledge, Attitudes, Practices and Behaviours (KAPB) study conducted.

- b) Develop programmes to foster behavioural changes in targeted areas in collaboration with Project partners according to development communication standards.
- c) Update the stakeholder management plan as needed to ensure that the stakeholder communication strategy supports effective communication.
- d) Craft a monitoring and evaluation plan for the communication strategy to ensure reach of messages and their effectiveness. Conduct regular monitoring of communication activities of pre and post evaluation for major communication initiatives. Conduct a quarterly assessment and provide a report to be used to apply adaptive management strategies.
- e) Implement a Social Marketing Campaign targeting environmental issues in the Negril Environmental Protection Area and the Negril Marine Park using the results of the KAPB Study.
- f) Work closely with relevant stakeholders to ensure involvement in designing, testing and executing the communication strategies during the life of the project.
- g) Develop innovative communication tools and approaches to deliver the highest quality results.
- h) Develop appropriate messages for all education and awareness campaigns.
- i) Ensure the development of printed material such as posters, brochures and fact sheets by a Graphic Artist (hired through procurement process) in support of the Social Marketing Campaign and any other public education and awareness activity being undertaken by the Project.
- j) Conduct the development of awareness raising through various media such as print ads, radio public service announcements (PSAs) and television broadcasts amongst others.
- k) Create targeted and local awareness campaigns and follow through to execution in concert with key Negril stakeholders and relevant government agencies.
- l) Utilize innovative and cutting edge technology and mechanisms to carry out the programme of work at the highest standard.
- m) Monitor the execution and completion of the second Knowledge, Attitudes, Practices and Behaviours (KAPB) study, in keeping with the ToR and coordinate all technical review and feedback to the consultants.

2.2.2 *Communications and Advocacy*

- a) Design a community driven communication drive to build local knowledge, understanding and collaboration for targeted programmes.
- b) Promote a better understanding of, respect and support for the importance of the Negril Great morass, coastal area, endemic plant and animal species and the forest management issues by carrying out media, information and education activities in support of improved watershed management in the Negril Environmental Protection Area.
- c) Develop and implement an advocacy programme for the project to promote environmental awareness of morass, coastal area, endemic plants and animals and the forest management issues particularly among, teacher, students and community based organizations.
- d) Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats (Press releases, feature stories etc.). Ensure or enhance the quality, appropriateness of project specific communication materials, activities, processes and messages transmitted to the press, partners and public.
- e) Ensure rapid and accurate information dissemination to the media, Negril Stakeholders, National Committees, NGOs, and other appropriate audiences.
- f) Prepare impactful articles and photo stories on a quarterly basis or more frequently if needed, on the successes of the project, or any main project achievements for distribution to stakeholders and publishing in print media, posting on NEPA's and any other consenting project stakeholder website inclusive of the regional IWECO website.
- g) Prepare when necessary updates on the work of the project for "IWECO Link the Quarterly newsletter of the GEF-funded Integrating Water, Land and Ecosystems Management in Caribbean Small Island Development States Project".
- h) Create and maintain the project's presence on social media by preparing monthly social media posts to promote the work of the project on the project's and NEPA's social media platforms.
- i) Create and maintain the project's presence in print, radio and television by initiating interviews to promote the Project activities and achievements. This is to be achieved by aligning the overarching programme to national development issues relating to water and food security; lowering carbon footprint through sustainable agriculture and sustainable tourism; improved status of the morass and biodiversity.
- j) Prepare monthly, quarterly, annual and other periodic reports on the implementation of the communication strategy as required by the Project Manager and the Projects Branch.

- k) Prepare an annual communications report and an electronic magazine for the project.
- l) In close consultation with NEPA's PECC Branch ensure the processing of all external Public Relations related engagements (requests for information, interviews, etc.) on behalf of the project.
- m) Collaborate with mass media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- n) Create a road map and dashboard for all communication and public awareness activities.

2.2.3 Events Coordination

- a) Plan and execute the IWECO National Sub-Project's external events and logistics related to community meetings, environmental expositions, symposiums etc. This includes management and coordination of photography and videography of project activities.
- b) Utilize participatory methodologies such as community theatre and community animation to deliver messages about the project and the relationships to international and national days of environmental significance.
- c) Collaborate with NEPA's PECCB to ensure the coverage of project activities by electronic and print media houses, through outside broadcast and on air interviews.
- d) Perform any other related duties applicable to such portfolio or assigned by the Project Manager

3.0 COMMUNICATION SPECIALIST'S OUTPUTS

The Communication Specialist will have direct responsibility for the following deliverables:

Public Education and Awareness

- i. Revised Communication Strategy using the results of the baseline KAPB Study.
- ii. Annual Communication Plan.
- iii. Annual Social Marketing Campaign and associated communication tools.
- iv. Revised Stakeholder management plan including stakeholder analysis assessment.
- v. Targeted awareness campaign to foster behaviour change.
- vi. Quarterly articles and photo stories prepared and published through agreed media.
- vii. Monthly social media posts on Agency's and project's social media platforms
- viii. Monitoring and evaluation plan

Communication and Advocacy

- i. Community driven communication programme

- ii. Negril Environmental Protection Area management advocacy programme geared towards teachers, students and CBOs
- iii. Project presence in print, radio and television media.
- iv. Press releases and advisories in accordance with communications needs of the project.
- v. Responses to requests for public relation engagements (requests for information, interviews etc.) from internal and external stakeholders for the project.
- vi. Interactive sessions (think tanks, media tours and other direct engagements) with media practitioners.
- vii. Roadmap and dashboard for awareness and communication activities.

Events Coordination

- i. External project events.
- ii. Integrated watershed and coastal zone management, importance of the Negril Morass, biodiversity, sustainable agriculture and sustainable tourism messages delivered using various participatory methodologies
- iii. At least one symposium delivered to raise awareness on broader watershed management issues.
- iv. Coverage of project activities through outside broadcast and on air interviews.

Report Preparation

- i. Monthly and quarterly reports on implementation of Communications Strategy using agreed templates.
- ii. Annual communication report and magazine on project achievements.
- iii. Quarterly reports on the implementation of the monitoring and evaluation plan

3.1 Deliverables Schedule

No.	Deliverables	2021	2022
1.	Revised Communication Strategy prepared using the results of the baseline KAPB Study.		
2.	Annual Communication Plan including Social Marketing Campaign and associated communication tools.		
3.	Updated Stakeholder management plan including stakeholder analysis assessment.		
4.	Targeted awareness campaign to foster behaviour change.		
5.	Quarterly articles and photo stories prepared and published through agreed media.		
6.	Monthly social media posts on Agency's and project's social media platforms		
7.	Monitoring and evaluation plan with quarterly reports on implementation		
8.	Community driven communication programme		

No.	Deliverables	2021	2022
9.	Integrated watershed and coastal zone management, importance of the Negril Morass, biodiversity, sustainable agriculture and sustainable tourism advocacy programme geared towards teachers, students and other stakeholders in the Negril EPA		
10.	Project presence in print, radio and television media.		
11.	Press releases and advisories in accordance with communications needs of the project.		
12.	Monthly and quarterly reports on implementation of Communications Strategy using agreed templates.		
13.	Annual communication report and electronic magazine on project achievements.		
14.	Responses to requests for public relation engagements (requests for information, interviews etc.) from external stakeholders for the project.		
15.	Interactive sessions (think tanks, media tours and other direct engagements) with media practitioners.		
16.	Roadmap and dashboard for awareness and communication activities.		
17.	External project events.		
18.	Integrated watershed and coastal zone management, importance of the Negril Morass, biodiversity, sustainable agriculture and sustainable tourism messages delivered using participatory methodologies.		
19.	Coverage of project activities through outside broadcast and on air interviews.		
20.	Updates on the project for "IWEco Link the Quarterly newsletter of the GEF-funded Integrating Water, Land and Ecosystems Management in Caribbean Small Island Development States Project".		

4.0 CHARACTERISTICS OF ENGAGEMENT

Language of delivery:	English
Type of Contract:	Project Staff
Duration of Engagement:	10 months
Dates of Engagement:	October 2021 – July 2022
Level of Effort:	A minimum of 260 man days per year
NEPA's Support:	NEPA will provide office space, computer and office equipment, field equipment, and project documentation.
Appraisal:	The Project staff will be appraised semi-annually.

5.0 QUALIFICATIONS AND EXPERIENCE

a. Education and Training

- i. First degree in Communications, Journalism, Marketing, Public Relations or related field with working understanding of environmental issues
- ii. Training in community animation

b. Work Experience

- i. At least 3 years demonstrated experience in a similar position;
- ii. Experience in consultations, community participation and outreach;
- iii. Working knowledge of Jamaican biodiversity conservation challenges and opportunities
- iv. Working with participatory tools and methodologies such as community animation
- v. Experience managing and curating social media accounts.

c. Key Competencies

- i. Excellent writing and oral communication skills in English;
- ii. Ability to work independently and as a member of a team;
- iii. Ability to meet deadlines, prioritize multiple tasks and have a drive for delivering results by applying technical expertise;
- iv. Ability to persuade and influence target audiences;
- v. The candidate should be highly motivated and capable of relating and networking with a wide variety of persons from government agencies, NGOs, and community based organizations;
- vi. Integrity in execution of and commitment to completion of assigned responsibilities; and
- vii. Demonstrated ability to formulate strategies and concepts

6.0 MANAGEMENT RESPONSIBILITY AND STANDARDS

The Communication Specialist will report to the Project Manager of the IWECO National Sub-Project and receive technical guidance from the Manager of NEPA's Public Education and Corporate Communications Branch.

7.0 INSTITUTIONAL AND OPERATIONAL ARRANGEMENTS

