



NCTFJ

National Conservation
Trust Fund of Jamaica

The National Conservation Trust Fund of Jamaica (NCTFJ) Ltd has been established to promote, for the benefit of the public, the conservation, protection, management and expansion of Jamaica's Protected Areas by providing an additional source of funds to support the effective management of Protected Areas within the National Protected Areas System or any other area of environmental significance.

In response to the priority areas identified by the Protected Areas Committee (PAC) and Protected Areas Managers, the NCTFJ engaged with the Marine Managed Areas (Marine Park, Fish Sanctuaries, etc.) in Jamaica to review the NCTFJ's first Strategic Investment. The Strategic Investment is expected to increase funding opportunities with improved profile and awareness of Marine Managed Areas (MMAs).

The NCTFJ wishes to engage a Marketing/ Public Relation professional or entity under contract for three (3) months to develop a communication strategy to raise awareness of the value of effective management of MMAs.

Competencies Required:

- BSc/ BA/first degree in Marketing and/or Public Relations.
- At least five (5) years' experience in the Marketing or Public Relations sector.
- Experience with non-governmental organizations/ Charities/foundations in the conservation, climate change and sustainable development fields or related ones is an asset.
- Basic knowledge of conservation issues, the Jamaica National Protected Areas System and the major stakeholders.
- Proven track record in development of successful marketing strategies and overseeing production of marketing materials.
- Proven experience in coordinating communication providers such as graphics designers, videographers, web developers, printers, etc. Established contacts with these providers is a plus.
- Excellent facilitation skills for leading processes with a creative output.

APPLICATION

The full Terms of Reference and additional details can be found on our website at www.conservejamaica.org

Interested individuals or firms should submit a proposal, Curriculum Vitae of individual or team members for the consultancy and reference of previous work to

The Fund Manager via the email: **the.nctfj@gmail.com** by
5:00pm (local time) on October 19, 2021.