

**SVG Coastal and Marine Ecosystems Management Strengthening Project**  
**Terms of Reference**  
**Communications and Knowledge Management Specialist**  
**SVGCMEMS-C-IC-11**

**A. Background**

The SVG Coastal and Marine Ecosystems Management Strengthening Project seeks to address the challenges for coastal and marine management in St. Vincent and the Grenadines, including anthropogenic pressures, institutional fragmentation, policy and regulatory inadequacies, and lack of adaptive capacity through data-driven solutions. The Project will be funded by a GEF Trust Fund grant in the amount of US\$3.65 million and will contribute to the GEF-7 biodiversity focal area—to maintain globally significant biodiversity in landscapes and seascapes—through improved management and protection of the country’s coastal and marine biodiversity. The project includes four key interacting components implemented in parallel.

**Component 1** supports institutional strengthening for coastal and marine management across all relevant sectors and will address challenges of institutional fragmentation and policy and regulatory inadequacies primarily through support to better operationalize the National Ocean Coordination Committee (NOCC) and achieve actions under the National Oceans Policy and Strategic Action Plan (NOPSAP). These activities will indirectly affect anthropogenic pressures through more robust and consistent enforcement of policies and monitoring to ensure the sustainable use of coastal and marine resources.

**Component 2** will support pilots to demonstrate spatial planning and innovative financing arrangements, environmental mitigation and management, participatory conservation and protection, improved livelihoods, nature-based tourism, and alternative natural resource use. The identified pilot sites include (a) St. Vincent Southeast Landscape/Seascape: Milligan Cay, Brighton, Diamond, and Stubbs beaches; (b) Grenadines Landscape/Seascape: Union Island and Tobago Cays Marine Park (TCMP); (c) Leeward Coast: Richmond Beach, Chateaubelair Bay, Petit Bordel Bay, and Troumaca Bay; and (d) Colonarie Beach. Pilot projects at these sites will test approaches for mitigating anthropogenic pressures on coastal and marine resources, and the lessons learned from the pilots will inform adaptive capacity through policy measures in Component 1 and data management in Component 3.

**Component 3** will support the development of a permanent and publicly accessible knowledge and data repository within a new National Environmental Data and Information Platform (NEDIP), beginning with existing coastal and marine data. Relevant and available biophysical and planning information will be maintained there, as well as information on pilot activities. This component will address the challenges of adaptive capacity by enhancing data, analysis, and monitoring of coastal and marine resources to inform data-driven approaches.

**Component 4** ‘Project Coordination and Management’ will support the direct equipment, and operational and incremental staff costs for project coordination and management. The Sustainable Development Unit (SDU) under the Ministry of Tourism, Civil Aviation, Sustainable Development & Culture will be responsible for implementing the project.

As the implementing agency of the project, the SDU will hire the services of a Communication and Knowledge Management Specialist for the Project Implementation Unit (PIU) to be established for the project.

## **B. Objective**

The Communication and Knowledge Management Specialist will support the project by acting the communication and knowledge management focal point and responsible for design and implementation of the communication and knowledge management plan for Coastal and Marine Management, dissemination of relevant information and lessons learned, engagement of stakeholders through publications and events.

## **C. Tasks and responsibilities**

The Communications and Knowledge Management Specialist will report to the Project Director. However, the Specialist will work closely under the guidance of the Policy and Institutional Development Specialist/Project Coordinator. The Communications and Knowledge Management Specialist will have the responsibility for leading knowledge management outputs in Component 3 and developing the project communications strategy at the project outset and coordinating its implementation across all project components. The Communications and Knowledge Management Specialist will work closely with all members of the PIU but particularly with the Gender Officer, the Data Management Specialist, and the M&E Officer on knowledge management aspects of the project. Specific responsibilities will include:

- Develop a Communication and Knowledge Management Plan for Coastal and Marine Management, incorporate it within the annual work plans and update it annually in consultation with project stakeholders; coordinate its implementation
- Coordinate and oversee the implementation of public awareness activities across all project components
- Document/ systematize of lessons learnt and best practices
- Review the knowledge products include in the National Environmental Data and Information Platform (NEDIP)
- Dissemination of relevant information and lessons learned, engagement of stakeholders through publications and events, and targeted messaging
- Undertake capacity building for project stakeholders, including government, NGOs, private sector, and communities to understand and address gender dimensions in the sector
- Facilitate learning and sharing of knowledge and experiences relevant to the project
- Prepare brochure, leaflet, quarterly newsletter, and other communication products on project activities as per requirement
- Maintain regular communication with media houses, media, NGOs and other stakeholders and disclose information in public domain
- Organize quarterly and needs based media briefing on the project activities
- Carry out field visits to collect case studies, success stories, lessons learned and photographs
- Prepare briefing note as required by the management
- Review and edit project progress report

## D. Duration, location, coordination and reporting arrangements

The following are the required information related to the assignment.

- **Duration.** The Communication and Knowledge Management Specialist is a full-time position. The overall duration will be for five (5) fiscal years. The initial contract duration would be two (2) years, then renewable based on performance.
- **Location.** The Specialist will be assigned a workspace within the PIU at SDU and will be required to visit the field and to participate in face-to-face or virtual meetings, as required.
- **Reporting arrangements.** The Policy and Institutional Development Specialist will report to the Project Director but carry out routine work under the guidance of the Policy and Institutional Development Specialist/Project Coordinator.

## E. Qualifications

The following are the required and preferred qualifications for the position.

### a) Requirements

- A Bachelor's degree, in communications/journalism/public relations/social sciences/international relations, or a related field
- At least 3 years of experience in the field of communications, including experience in media relations knowledge management
- Proven experience in publishing articles independently in media
- Previous experience in developing and implementing communications strategies for organizations or projects
- Strong professional working capacity to use information and communications technology, specifically including website design and desk top publishing software
- Must possess excellent communication skills in English, both written and spoken; and
- Strong interpersonal communicative skills, experience in team leadership and participatory management
- Ability to uphold ethical standards.

### b) Favorable attributes

- Experience working in development projects that have applied World Bank, Caribbean Development Bank, Inter-American Development Bank, or other institution's E&S policies, will be considered a plus
- Experience in community development or natural resource / environmental management and climate change
  - Capacity to work simultaneously on a variety of issues and tasks, independently adjusting to priorities and achieving agreed objectives and deadlines
  - Ability to be flexible and proactive with work assignments
  - Displays sensitivity and adaptability to different cultures, genders, religions, races, nationalities and age groups
  - Good team player, self-starter, has ability to work under minimum supervision and maintain good relationships
  - Ability to be flexible and proactive with work assignments

- Commitment and passion for environmental and social issues
- Willingness to work in rural and coastal communities