



## **Consultant Communications/Media support for IUCN: Media trip fixer based in Egypt**

- 20 day contract with the International Union for Nature Conservation ([IUCN](#)) running from August - early November 2022.
- This role supports a project that aims to highlight the importance of smallholder farmers and sustainable agriculture for food security in a changing climate. The focus of the role will be to identify case studies, gather content and facilitate media trips ahead of the UN Climate Summit, COP27, which will take place in Egypt.
- We are looking for an experienced Egypt-based communications professional who is fluent in Arabic and English. He or she should have experience of content gathering and/or organising media trips as well as working with the international media and non-government organisations. A knowledge of sustainable agriculture is beneficial but not essential.

### **Overview of project**

The project aims to showcase examples of sustainable agriculture in Egypt (e.g. organic, regenerative, agroforestry, etc) through the international media and on social media ahead of COP27. Specifically to:

- Highlight the importance of smallholder farmers for rural development and food security, the challenges they face as a result of the food and climate crisis, the need for more support to help them adapt to a changing climate, and the benefits that this support can bring.
- Show that more diverse and chemical fertiliser free farming systems are better equipped to cope with the impacts of the escalating climate and food crisis - where possible contrasting with experience of farmers engaged in more traditional intensive approaches to agriculture.

### **Overview of role**

The focus of this role will be to scope out potential projects, produce communications content for media and social media, and facilitate media trips.

- Scoping: identify potential projects for shortlisting in collaboration with partner organisations
- Content gathering: build case studies on selected projects including a short written overview of the project, quotes from key individuals, photographs and/or video clips.
- Facilitate media visit: This might be as simple as linking the journalist with the partner organisation or it may require a higher level of support including fixing itinerary and timing, providing advice or support on the organisation of translators, transport and

accommodation, preparing and supporting partners, and accompanying journalists on the trip.

- Evaluation: provide feedback / learning during the project and ensure partners have information on the outcomes of the trips - including media coverage.

The successful candidate will work closely with IUCN and [GSCC](#) which is providing communications support on the project.

### **Timeframe for role**

It is anticipated that the 20 days of work will be spread across August - early November. The following schedule is given as a guide only and flexibility will be required:

- August: Approx 4 days (scoping)
- September: Approx 10 days (content gathering - including travel to projects in Egypt)
- October: early November: Approx 5 days (facilitate media trip - including travel to projects in Egypt)
- November: Approx 1 day (wrap up and evaluation)

Budget: please provide details of your proposed budget/daily rate in your application.

### **Recruitment / application process**

Please send CV and short cover email entitled 'Application for fixer consultancy' to [zoe.williamson@iucn.org](mailto:zoe.williamson@iucn.org), with [anna.ratcliff@gscnetwork.org](mailto:anna.ratcliff@gscnetwork.org) in copy, by 15 July 2022.