



**INCLUSIVE
CONSERVATION
INITIATIVE**



**CONSERVATION
INTERNATIONAL**



Inclusive Conservation Initiative (ICI) – Component 4 - Knowledge to Action

Communications Consultant Terms of Reference

I. Background.

The GEF-7 Inclusive Conservation Initiative (ICI) works in partnership with Indigenous Peoples and Local Communities (IPs and LCs) in their continuing efforts to safeguard Earth's natural ecosystems, recognizing the historical roles they have played in nature conservation. ICI works inclusively with IPs and LCs, their regional and local organizations, governments, NGOs, civil society, and others to further strengthen their capacity to conserve globally significant biodiversity and ecosystems. See [project website](#)

II. Objectives

ICI is seeking a consultant for 6 months, available to start work immediately, to deliver specific actions and products of component 4 of the Inclusive Conservation Initiative - Knowledge to Action. The two expected outcomes of Component 4 are: a) Outcome 4.1: The field of IPLC-led conservation advanced with improved knowledge management; b) Outcome 4.2: Expanded audience engaged in IPLC-led conservation

The Consultant, operating from his/her home office, will collaborate closely with the IUCN ICI Program Coordinator. The consultant will also engage with program partners from Conservation International, GEF, and ICI IPLC project partner organizations, as well as IUCN regional/country teams, to ensure the design and content of deliverables are informed by all relevant parties.

III. Deliverables and activities

The consultant will be responsible for the following:

1. Create and manage and ICI editorial/content calendar based on key events, and produce 4 news articles/web stories, including update of the ICI subproject information in the project website
2. Create at least 10 social media posts per geography, and 10 generic ICI social media posts, and schedule them over the next 4 months
3. Support design and production of ICI knowledge products, *particularly the ICI Flagship report 2024*
4. Design and support to disseminate the ICI newsletter
5. Update and finalize the ICI communications strategy together with consultant Vincent Design Inc.
6. Design and implement consultation process on communications strategy
7. Assist in creating and managing the community of practice, including delivery of ICI Community of Practice launch webinar on August 9
8. Design and conduct 2 Comms trainings in 2024: one on social media drafting and one on the "Panorama" tool (for the Panorama workshop technical support from IUCN Panorama team will be in place).

The consultant is expected to participate in virtual weekly coordination meetings with the project lead and/or the ICI project management unit to monitor progress and coordinate technical details.

IV. Timeline for deliverables and consultancy

The consultancy is anticipated to run from July 2024 until December 2024. A timeline for the deliverables will be developed jointly with the ICI project coordinator and technical lead.

V. Budget and payment schedule

The budget for this consultancy is for a maximum of USD 24,000. The consultant shall submit an invoice according to the schedule of payments described below:

1. 25% upon signature
2. 40% upon the deliverables as per the timeline agreed upon with the project lead during first week of implementation, including a summary of deliverables by October 15th, 2024.
3. 35% upon the completion of the remaining deliverables and all tasks and delivery of all relevant deliverables and reports, 31 December 2023

The consultant will be responsible for all taxes related to this agreement.

VI. Skills and experience

The individual consultant should have the following qualifications and expertise:

- Bachelor's degree (master's preferred) ideally in communications, public relations or journalism, or environmental studies, international studies or related field
- A minimum of five (5) years of relevant working experience in strategic communications with a portfolio to demonstrate such experience. Experience with and sensitivity in working with Indigenous Peoples and local communities is highly preferred
- Excellent command of oral and written English required. Excellent writing and speaking literacy in English. Knowledge of Spanish, French, or Indigenous languages is an advantage
- Strong communication and presentation skills and an ability to prepare appropriate and timely reports to various audiences and cultures.
- Ability to work remotely and independently with minimal supervision, including ability to attend weekly coordination meetings and bi-weekly Project Management Unit (PMU) meetings during EST working hours for the duration of the consultancy
- Ability to succinctly compile large amounts of information into a coherent document for conservation practitioners, government officials and general audiences
- Proven ability to liaise and work with various stakeholders, including project partners, media and social networks
- A team player able to contribute effectively to collaborative issues, and to demonstrate innovation and leadership.
- Commitment with conservation, diversity and inclusion and a general attitude of serving others.

VII. Supervision and coordination

The consultant will report to and work under the supervision of the ICI IUCN Project manager and technical lead.

VIII. How to apply

Indigenous consultants are highly encouraged to apply. Please submit your Resume with samples of previous published work relevant to this consultancy to Anita.tzec@iucn.org by June 13th, 2024.