

ToR Lake Urmia Public Awareness and Communications Expert

GENERAL INFORMATION

Services/Work Description: Lake Urmia Public Awareness and Communications Expert
Project/Program Title: Conservation of Iranian Wetlands Project
Duty Station: Home office with missions to the project pilot sites
Expected Places of Travel: Tehran and project pilot sites
Nationality: Iranian
Tentative Expected Start Date: June 2020

Background

After successful completion of the Conservation of Iranian Wetlands Project (CIWP) as a joint initiative between the Government of Islamic Republic of Iran (led by the Department of Environment), Global Environmental Facility (GEF) and United Nations Development Program (UNDP) in 2013, a scale-up phase started by DoE and UNDP to sustain the achievements of CIWP throughout the country, ensuring that its' outcomes are systematically up-scaled both vertically and horizontally throughout the country.

Shortly after this fresh start, and with the financial contribution from the Government of Japan, a new component for "Modelling Local Community Participation in Restoration of Lake Urmia through Establishment of Sustainable Agriculture and Biodiversity Conservation" was added to CIWP in 2014.

At national level, CIWP supports development and implementation of Wetlands Integrated Management Plans through inter-sectoral coordination structures for more than 30 Iranian wetlands and has put in place a strong wetlands ecosystem management legislative platform and inter-sectoral administrative structures, supporting the implementation of the "Ecosystem Approach", development of Communication, Education, Participation and Awareness Raising (CEPA) Plans for the first pilot site in the country and sharing the CIWP and other wetlands initiatives, knowledge and lessons learnt with the regions of South and Central Asia, as well as promoting local community participation in Lake Urmia restoration through establishment of sustainable agriculture practices and biodiversity conservation at Lake Urmia level. In this special component, there has been a strong focus on capacity building and training as the main tools of development projects with participatory approach. This occurs through different small projects and activities on various areas which strengthen people's participation and involvement including alternative and sustainable livelihood, micro-credit funds, and Payment for Ecosystem Services (PES).

Description of work responsibilities

The **Public Awareness and Communications Expert (PACE)** will report to NPM and work under supervision of the Senior CEPA expert. She/He will be responsible for effective communication and networking throughout implementation of the project component for restoration of Lake Urmia. The **PACE** will help to ensure the highest level of information exchange, awareness raising, and public participation in Lake Urmia Basin in accordance with annual work plans, and developed strategy for each theme.

The **PACE** will implement the following main responsibilities:

1. Assist in implementation of a Public Awareness, Education and Communications strategy, including:
 - Project brand, style, standards and materials
 - Reporting style
 - Internal project communications tools
 - Communication links with other related projects
 - Expert networks

2. Assist in producing, editing, subtitling and publishing CIWP related videos and clips;
3. Assist in producing and distributing CIWP related promotional material including posters, brochures, infographic etc.;
4. Assist in drafting and editing media articles and press release in both Farsi and English;
5. Assist in organizing press conference, roundtable discussions, seminars, training courses, etc.;
6. Prepare regular materials for CIWP websites, social media and other online activities related to project;
7. Edit and review CIWP material to be published (online and print);
8. Draft bilingual letters/correspondence for different communication purposes;
9. Provide logistical support organizing celebration of international and national occasions, events including knowledge sharing, exhibitions, etc.;
10. Provide communications input to project activities where appropriate;
11. Manage photo work (selection, ordering, preparation for use, and archiving) and manage a photo library;
12. Arrange and coordinate translation processes of selected publications in different languages;
13. Assist identifying, developing and applying wetlands management tools, platforms, innovative and effective approaches to increase public awareness and participation;
14. Work closely with project staff members, consultants (i.e. national and international), partners, UNDP and stakeholders to facilitate fulfilment of the project objectives
15. Translating reports, letters and documents from Farsi to English and vice versa and assisting in interpretation during the workshops or anytime needed.
16. Support any other activities requested by NPM.

III. Timing, duration and duty stations

The **PACE** will be given a 3-month trial contract which will be extended upon the satisfaction of both sides. S/he will be based at the project office in Tehran with periodic visits to the project sites. The **PACE** contract will be subject to annual extension based on satisfactory results of performance review.

V. Qualifications

- Graduate degree in communications, Environment or other directly related fields (e.g. public relations, social sciences, natural resources management etc.);
- Solid experience in fields related to the assignment;
- At least 3 years previous relevant job experience;
- Excellent inter-personal, communication, networking and negotiating skills;
- Fluent English-language speaking and writing skills;
- Previous work experience in the region on issues directly related to the project;
- Ability and willingness to travel
- Demonstrated skills in office computer use - word processing, spreadsheets, databases and communications software.
- Knowing Azeri and Japanese is an asset.

Interested applicants should send their application together with their Curriculum Vitae to:

By e-mail to: ciwp.vacancy@gmail.com

Or by Fax to: +98(21)88241658

Or through web-site: <http://www.wetlandsproject.ir>

Closing Date: 25.May 2020