

Please note that this is NOT a UNDP office position.

## Vacancy Announcement and Terms of reference for Senior CEPA Expert (Re-advertisement)

### GENERAL INFORMATION

<b>Services/Work Description:</b>	Senior CEPA Expert
<b>Project/Program Title and ID:</b>	Conservation of Iranian Wetland Project – Phase III
<b>Direct Supervisor:</b>	The National Project Manager (NPM)
<b>Duty Station:</b>	Province Project Office
<b>Expected Places of Travel:</b>	project pilot sites in East and West Azerbaijan, Khuzestan, Fars provinces, and other localities as required.
<b>Duration:</b>	One year – initially on a three-month probationary contract that will be extended upon satisfaction of performance.
<b>Tentative Expected Start Date:</b>	Immediately after signing the contract
<b>Project Calendar</b>	According to the official Iranian workdays
<b>Opening Date:</b>	24 July 2022
<b>Closing Date:</b>	6 August 2022

### I. BACKGROUND

The Conservation of Iranian Wetlands Project (CIWP), as a joint initiative of the Department of Environment (DOE) and UNDP, has championed the introduction of innovative ecosystem-based approaches for the conservation and management of Iranian wetlands for the benefit of the communities and biodiversity that depend on these remarkable ecosystems. The CIWP formulated a strategy for the period of 2015-2019 that focused on providing evidence-based policy arguments and practical solutions to support wiser decision-making in favor of wetlands. The overall goal of this strategy is that the condition of Iranian wetlands is improved in terms of biodiversity and the livelihoods of inhabitants around wetland ecosystems. Shortly before 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 the Establishment of Sustainable Agriculture and Biodiversity Conservation" was added to CIWP in 2014 and continued till 2020 in seven phases.

In 2020, based on a new 5-year document, Phase III of the Conservation of Iranian Wetlands Project started. This phase was built upon the successes of the previous phases of the project, during which the ecosystem-based management approach was introduced and partly implemented for several wetlands.

The strategic components selected for the implementation of the project for sustaining the conservation of the wetlands and the livelihood of the surrounding population are: 1) Iran's wetlands are better managed through mainstreaming the ecosystem approach and applying effective tools; 2) The management of land, water and biodiversity in wetland basins is sustainable and adapted to climate change, enhancing local community livelihoods and wellbeing; and 3) Iran's wetlands are in better condition due to increased public awareness and participation, enhanced collaboration, knowledge and sharing of innovative national and international technologies and practices.

With a focus on the third component mentioned above, the **Senior CEPA** (Communication, Education, Participation, and Awareness-raising) **Expert (S-CEPA-E)** will support the **National Project Manager**

## Conservation of Iranian Wetlands Project (CIWP)

Senior CEPA Expert

VA ID: CIWP/III-2206SCEPA



(NPM) for effective communication, advocacy, and networking throughout the project implementation and will report to the NPM accordingly. The S-CEPA-E will be responsible for ensuring the highest level of information exchange, public participation, and awareness-raising in accordance with annual work plans and developed strategy. Importantly, as CIWP is in its final years and requires to sustain and hand over its results/outcomes/achievements to the stakeholders and the key national players, the S-CEPA-E will be responsible for leading the CIWP's advocacy for this purpose.

## II. DESCRIPTION OF WORK AND RESPONSIBILITIES

The S-CEPA-E is expected to deliver the following specific tasks:

### Strategic Project Planning and Implementation

1. Manage strategic direction and supervision of CIWP's CEPA -related activities;
2. Lead planning, timely and smooth implementation, and reporting of CEPA activities as foreseen in the project document and annual/multiyear work plans, and in accordance with the UNDP procedures or other relevant work procedures;
3. Manage CEPA-related contracts of CIWP and conduct technical follow-ups to ensure the achievement of quality outputs/results by implementing partners/contractors/consultants in accordance with the relevant agreements (at the local, province, and national levels);

### Content Development and Visibility

4. Lead and supervise the development of the content for the project visibility through various tools and ensure quality the of all outputs (printed and online):
  - a. interviews with the local community, authorities, and any other relevant stakeholders about the project highlighting the implementation process;
  - b. Stories, press releases, and social media posts to give visibility to the project telling the project's successes;
  - c. Brochures, posters, and reports in line with the project goals;
  - d. Six-monthly e-bulletins and other information materials for regular dissemination;
5. Monitor the media and archive news related to the project and share it internally and with the UNDP office on a monthly basis.

### Advocacy

6. Revise the CIWP's CEPA Strategy and the Project Advocacy Plan to ensure sustainability and hand-over of the project achievements at the province, national, and international levels;
7. Explore and establish communication channels with policy-makers and groups of influence to advocate the project's achievements.
8. ...
9. Develop CEPA-related policies and advocacy content.
10. Develop the required material for the advocacy of the target stakeholders (the Parliament, Planning and Budgeting Organization, Ministry of Agriculture Jihad, Ministry of Energy, Department of Environment, potential donors, etc.);

### Communication, Capacity Building, Education, Participation, and Awareness Education (CEPA)

11. Lead/Oversee the implementation of a the CIWP's CEPA-related activities according to the Annual Work Plan regarding:
  - a. Project brand, style, standards, and materials;
  - b. Reporting style;
  - c. Internal project communications tools;

## Conservation of Iranian Wetlands Project (CIWP)

Senior CEPA Expert

VA ID: CIWP/III-2206SCEPA



- d. Communication links with other related projects, stakeholders, and networks (experts, media, NGOs, etc., at the national and international scales);
  - e. Identifying, developing, and applying wetland management tools, platforms, and innovative, effective approaches to increase public awareness and participation;
  - f. Provision of communication input to project activities when required.
12. Assist in the development, implementation, and evaluation of the National CEPA Plan for wetlands;

### Other

13. Oversee organization of CEPA-relevant events, including field visits, conferences, seminars, meetings, training courses, thematic events, etc. at national, province, and local levels;
14. Prepare and translate technical reports, correspondence, and documents from Farsi into English and vice versa;
15. Perform other tasks and duties as and when assigned by the NPM.

### III. INSTITUTIONAL ARRANGEMENT/REPORTING RELATIONSHIPS

The **S-CEPA-E** will work under the direct supervision of and report to the **NPM**. He/she will work closely with project staff members, (national/international) consultants, government partners, UNDP as well as other relevant stakeholders to facilitate the fulfillment of the project's CEPA-related objectives at the local, province, and national levels.

### IV. OUTPUTS/DELIVERABLES

The incumbent is expected to achieve outputs/deliverables as per the following table – inter alia:

Outputs/Deliverables	Frequency
Advocacy Plan	Yearly
CEPA Strategy	Yearly
Six-monthly bulletin	Six-monthly
Media Review	Monthly
Updating Project media platforms	Weekly
Timesheets	Monthly
Project Documentation (photos, reports, mission reports, etc.)	As and when required
Self-Assessment Forms	Six-monthly
Supplier Performance Evaluation Forms	As and when required
Outputs/deliverables of agreements (contract management)	Based on work plans and agreements

### V. TIMING, DURATION, AND DUTY STATION

The contract duration is one year, and the **S-CEPA-E** will be given a three-month probationary contract that will be extended upon the satisfaction of both sides. He/she will be based at the Project Central Office at the Department of Environment and will travel to the project pilot sites frequently.

### VI. QUALIFICATIONS AND REQUIREMENTS

1. Master's degree in communication studies, journalism, public communications, or other related fields with five years of experience (desirably in the field of environmental communication/journalism); or bachelor's degree with seven years of experience;
- 2.

## Conservation of Iranian Wetlands Project (CIWP)

Senior CEPA Expert

VA ID: CIWP/III-2206SCEPA



3. Demonstrated experience in developing executive-level communications in many formats;
4. Copywriting and editing skills;
5. A basic knowledge of environmental issues, conservation, and natural resources management is highly desirable
6. Experience working with the private sector, embassies, or policymakers is a great advantage;
7. Proven ability to design and implement impactful communications and marketing campaigns and events is required.
8. Experience in representing a team and building partnerships with stakeholders is highly desirable.
9. A professional track record of developing and delivering creative internal and external communications for professional and public audiences in local, national, and international settings is desirable.
10. Proven experience in organizing and running communications and marketing campaigns for advocacy, preferably on environment and sustainable development topics, is desirable.
11. Experience communicating complex environmental policies and issues to a variety of target audiences is desirable.
12. Established track record of maintaining effective and proactive media relations and mobilizing the media.
13. Excellent interpersonal, communication, networking, negotiation skills and familiarity with facilitation skills and participatory approaches;
14. Proficiency in English and Farsi (both verbal and written);
15. Basic knowledge of organizational policies/regulations and procedures relating to the position;
16. Ability and willingness to travel and conduct frequent field visits;
17. Ability and previous record of producing high quality and high impact reports with close attention to accuracy and details;
18. Demonstrated skills in the MS Office suite (Word, Excel, PowerPoint, Outlook), internet use.;
19. Experience managing digital channels (website and/or social media) in a professional context is required.
20. Working knowledge of databases, communications/audiovisual software, Photoshop/other graphical software;
21. Working knowledge of project management, Result-based Management approach, and contract management.

## VII. EVALUATION

The methodology for the evaluation of the S-CEPA-E will be based on the Cumulative analysis as follows:

Evaluation Criteria	Max. Point
1) Qualifications and Requirements, 2) CV, and 3) Cover letter (each 10%)	30%
Technical written test (minimum pass score is 60 out of 100)	30%
Interview	40%
<b>Total</b>	<b>100%</b>

## VIII. HOW TO APPLY AND DOCUMENTS TO BE SUBMITTED

**Conservation of Iranian Wetlands Project (CIWP)**

Senior CEPA Expert

VA ID: CIWP/III-2206SCEPA



Interested applicants are requested to submit their CV along with their cover letter [in English only] via email to [ciwp.vacancy@gmail.com](mailto:ciwp.vacancy@gmail.com) using this pattern to title their email in the subject field: "CIWP/III-2206SCEPA-first name-last name", e.g., "CIWP/III-2206SCEPA-Reza-Akbari".

**Mehri Asnaashari**  
**National Project Manager**



طرح حفاظت از تالابهای ایران  
حفظ تالابها برای مردم، برای توسعه