



## FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

Terms of Reference for Consultant ☐/PSA ☒

Minimum number of years of relevant experience required: 1yr ☐ 5yrs ☐ 12+yrs ☐

<b>Name:</b>	
<b>Job Title:</b> National Consultant – Communications	
<b>Division/Department:</b> FAO/SLC	
<b>Programme/Project Number:</b>	
<b>Location:</b> Barbados	
<b>Expected Start Date of Assignment:</b>	<b>Duration:</b> 7 months
<b>Reports to:</b>	<b>Title:</b> Sub-Regional Coordinator for the Caribbean

### GENERAL DESCRIPTION OF TASK(S) AND OBJECTIVES TO BE ACHIEVED

The overall objectives to be achieved are:

- Increased awareness and visibility of FAO within the SLC Sub-Region, thereby contributing to FAO's position as a dynamic and renewed organization.
- To promote the organization's mandate and areas of work under the five Strategic Programmes and three Regional Initiatives, the SLC Sub Regional Strategy and Country Programmes - as part of the implementation of the FAO Sub-Regional Programme Framework for the Caribbean.
- To foster greater information and knowledge exchange with key stakeholders, development partners, NGOs and Civil Society in the agriculture sector.

Under the direct supervision and overall guidance of the FAO Sub-Regional Coordinator for the Caribbean, the technical supervision of the SLC Multidisciplinary Team and in collaboration with the Communication Unit of RLC and the Communications Officers in the FAO country offices of the Caribbean, as well as the National Correspondents of the OECS and the Communications Units of the Ministries of Agriculture in the Caribbean, the Communications Consultant will:

- Design and implement a Sub-Regional communication plan for the Caribbean in line the Sub-Regional Strategic Programme for the Caribbean and FAO's Corporate Communication Strategy.
- Design and implement a national communication plan for Barbados and the OECS and the Caribbean Sub Region in line with the respective Country Programming Frameworks (CPF) and both the Regional Communication Strategy and FAO's Corporate Communication Strategy.
- Support public communications activities generated by the Sub-Regional Office and the FAO Office for Barbados and the OECS: drafting talking points, speeches, photo coverage, sending press releases through press contacts, management interviews and other communication products.
- Establish and coordinate a network of preferred journalists in each Caribbean country who would follow FAO's work and assist with special interest stories, news items and interviews which showcase the work of the

organization.

- Design, develop and disseminate information of general interest aimed to educate and divulge the results of the Regional Initiatives, programmes, projects and activities being undertaken by the FAO Sub-Regional Office and the FAO Office in Barbados and the OECS, as part of the organization's contribution to the countries' development, specifically, assist in the preparation, including editing and layout of the Issue Briefs developed by the MDT of SLC.
- Participate in all virtual meetings (online) and/or trainings scheduled and conducted by the Regional Office. If unable to attend, nominate someone to participate on behalf of the communicator.
- Disseminate all and each of the statements and/or "flagships" and reports from the Regional Office through the local network of media contacts, institutions and organizations.
- Create and update the official website of Representation (Barbados and the OECS) and the Subregional office with all relevant information products and the press releases generated by the Representation and/or submitted by the Regional Office, in close collaboration with the person in charge of digital channels and social networks in the RLC Office.
- Act as focal point for FAO publications being prepared in Barbados and the OECS and the Caribbean Subregion, in close collaboration with the Officer responsible for publications in the RLC Office.
- Promote a corporate image of FAO Sub-Regional Office in the Caribbean as an open / accessible, multidisciplinary institution with rapid response and action. This includes support to the FAO Sub-Regional Coordinator and other Officials of the organization in the preparation of presentations, interviews, programmes and FAO documents.
- Strengthen FAO relations with the government, government counterparts, donors, NGOs, media and other United Nations agencies.
- Ensure the presence of FAO in the media and in public opinion as an official source on rural development, food security, family agriculture and other priority areas of FAO.
- Support the presence of the Sub-Region on social media (Twitter, Flickr, blogging and official social media platforms).
- Assist in the management of the Carib Agri List to ensure that the brief with the topic of the month is prepared and disseminated and assist the discussion manager with the relevant questions and follow up on the issues raised during the discussion and summarize the main points for follow up.
- Provide consultation for exhibition planning and assist in the preparation and set up of the booth and displays for the FAO Stall at major events such as Caribbean Week of Agriculture.
- Coordinate and monitoring of mentions of the FAO Sub-Regional Office and national offices in the Caribbean in the media and provide an analysis on reporting.
- Coordinate and analyze feedback from the stakeholders on the various information products to inform the improvement of future products.
- Other required activities in order to fulfill the objectives or requested by the Sub-regional Coordinator

#### KEY PERFORMANCE INDICATORS

##### Expected Outputs:

- At least four Issue Notes, one each on FAO work
- Monthly discussion on Carib-Agri-List with a summary of the main points for follow up
- FAO SLC presence on social media – Twitter account established and FAO SLC link on the FAO Corporate Web page.
- A booth at Caribbean Week of Agriculture with a display of the work which FAO is doing in the Caribbean
- Talking points, speeches, photo coverage, interviews and other communication products prepared

- Press releases about all public communication activities.
- Appropriate communication support to training and information materials from FAO projects.
- Edited technical and promotional materials
- Press network of favoured journalists established

## REQUIRED COMPETENCIES

### *Academic Qualifications:*

The candidate should possess a University degree in Communications, Journalism or a related field with at least 5 years working in the field of Communications, particularly in the Caribbean.

### Technical Competencies:

- Excellent written and verbal communications
- Ability to express clearly and concisely ideas and concepts in written and oral form
- Competent in the use of computer and internet/information software, use of desktop publishing software

### Experience:

The candidate must have professional work experience in communication, journalism, print media, research documentation and report writing.

## **HOW TO APPLY**

To apply, visit the iRecruitment website at <http://www.fao.org/employment/irecruitment-access/en/> and complete your online profile. Forward a PDF of the profile along with a Letter of Motivation to [SLC-Vacancies@fao.org](mailto:SLC-Vacancies@fao.org). The deadline for submission of applications is **4 July 2017**.