TERMS OF REFERENCE –

Consultant to Support Project Communications and Content Management

for

GEF Large Marine Ecosystems: Learning Exchange and Resource Network (GEF LME: LEARN)
GEF Project Number: 5278, UNDP Project Number: 4481, UNESCO Project Number: 92534

A GEF Full-Sized Project,
Implemented by UNDP and Executed by UNESCO-Intergovernmental Oceanographic Commission (IOC)

I. Background and Activities

Within the overall framework of the IOC Programme and Budget 2016-2017, in particular ER 6 of MPII MLA3 and in particular the project: GLO0092534 - Strengthening Global Governance of Large Marine Ecosystems and Their Coasts through Enhanced Sharing and Application of LME/ICM/MPA Knowledge and Information Tools: LME:LEARN and also GLO0095356 - IW:Learn 4 - International Waters: Learning Exchange and Resource Network, the Individual consultant will work under the overall purview of ADG/IOC and the direct supervision of GEF IW:LEARN and LME:LEARN Project Manager.

The Global Environment Facility (GEF) is a global partnership among 183 countries, international institutions, non-governmental organizations (NGOs), and the private sector to address global environmental issues while supporting national sustainable development initiatives. It provides grants for projects related to six focal areas: biodiversity, climate change, international waters, land degradation, the ozone layer, and persistent organic pollutants. The GEF international waters focal area targets transboundary water systems, such as river basins with water flowing from one country to another, groundwater resources shared by several countries, or marine ecosystems bounded by more than one nation.

LME:LEARN is a GEF-UNDP-UNESCO-IOC project designed to improve global ecosystem-based governance of Large Marine Ecosystems and their coasts by generating knowledge, building capacity, harnessing public and private partners and supporting south-to-south learning and north-to-south learning. A key element of this improved governance is main-streaming cooperation between LME, MPA, and ICM projects in overlapping areas, both for GEF projects and for non-GEF projects. This Full-scale project plans to achieve a multiplier effect using demonstrations of learning tools and toolboxes, to aid practitioners and other key stakeholders, in conducting and learning from GEF projects.

This ToR is aimed at the recruitment of a Consultant to undertake activities in support of communications and content management. The Consultant will lead and manage the implementation of the activities based on the UNDP Project Document, with specific activities and deadlines as summarized in the next section. Key tasks for the Consultant include:
1. Prepare Content for the Marine website of IW:LEARN (LME:LEARN)
The Marine website serves as an information clearing house for the large marine ecosystem, integrated coastal management and marine protected area project portfolios of the GEF and its partners. The website features information on the LME:LEARN project’s services, information about the portfolio (specifically through a database), policy documents, toolkits, training modules, key articles and videos. It also features relevant contacts and information about various partners. The Consultant will seek out content as directed by the PCU to populate this website and keep the information up to date, in line with the projects and partners deliveries.

2. Update Content on Marine Protected Area, Marine Spatial Planning, Integrated Coastal Management and coastal and marine climate change adaptation projects (as well as updates to LME project pages)
The Consultant will seek out information for the LME:LEARN Project database. The database presently has information sourced from the iwlearn.net primary project database covering the large marine ecosystem portfolio. The Consultant will need to revisit these project profiles and liaise with the relevant GEF Agency task managers and/or project managers to verify accuracy. In addition, the Consultant will need to create entirely new profiles with information on contacts, obtained documents and other key information regarding GEF (and non-GEF) funded marine protected area and integrated coastal management projects. The Consultant will have to populate records by reaching out to implementing Agencies and project managers.

3. Ad-hoc and General Maintenance of the IW:LEARN.net website’s content
The Consultant will work in coordination with advice from the PCU on modifying, deleting or adding content generally across the iwlearn.net and marine.iwlearn.net websites. The websites need maintenance and addition of content across a number of sections of the site, to be identified by the PCU. This will include corrections to project profiles, uploading of new documents, and editing of both organizational and contact information. In addition to that, the Consultant will add content to the events calendar and news section.

4. Produce Targeted Messages on Portfolio and Partner Events and Results
The Consultant will, working together with the PCU, produce targeted messages based on events or results of GEF IW projects and partners. These targeted messages will be delivered by various means, per the project communications strategy, including through social media, thematic mailing lists and other means.

5. Lead in the development of a communication action plan
The consultant will, in close collaboration of the PCU who will provide background information about upcoming events and meetings, develop a planning of communication activities for the coming year. The consultant shall assist as effectively as possible the PCU in all steps of activity implementation, including the hosting of meetings and workshops and the preparation of communications materials.
6. Development on a Suite of Project Communications Products
The Consultant, will, working together with the PCU, help to deploy the project’s communications and outreach strategy through the design, editing and production of a number of products. These products will in particular serve in the run up of and during events organized by the PCU (including workshops, regional networks meetings and global events). These will include the following:

a) Event logos
b) Revised project posters/rollups
d) Integrate TDA-SAP and Project Management videos into their online courses and into the manuals section of the website
e) Other products to be discussed with the PCU

6. Work with the GEF IW Project portfolio on the Production of project stories
GEF IW:LEARN has historically been involved with various forms of knowledge transformation. One of the manifestations of this has been to collaborate with project teams in developing stories. Stories are articles that aim to present in a journalistic way the advancement, success and challenges of a specific project.

The consultant will also participate in further developing IW Experience and Results Notes (www.iwlearn.net/experience), which transform project knowledge into short and digestible case studies, in close collaboration with IW Projects (20 new IW Experience Notes, written by projects, but edited by the Consultant).

7. Assist in further developing IW:LEARN and LME:LEARN’s visibility
The consultant will, under the guidance of the PCU, draft web articles about the various activities of the PCU. The consultant will work on the basis of mission reports and other content shared by the PCU. It will aim at offering regular and sustained visibility to the work of the PCU and the services provided to the projects.

II. Qualifications required
- The communication expert must have at least 2 years of experience in the field of communication management
- Experience with managing and developing creative content on web-platforms as an online collaboration platform is strongly desirable
- Master in Communication or a related field or sufficient experience in organizational communication and/or communication for change
- Experience with GEF portfolio will be an asset
- The work should be performed on-site at Paris Headquarters on a full time basis.
- The communication expert should be fluent in English and French
III. **Timing**  
The communication expert is requested to start beginning of 2018 for a consultancy contract term of 11 months on a full time basis (based in UNESCO Paris Headquarters)

IV. **How to apply?**  
Interested candidates should send their expression of interest for carrying out this work. The following information should be included:

- A brief letter of motivation including:
  - A statement indicating how their qualifications and experience make them suitable for the assignment;
  - Description of similar work performed
  - Understanding of GEF IW:LEARN and LME:LEARN projects
  - The overall cost of the assignment, expressed as an overall lump-sum over 11 months.

- A proposed communication strategy approach and methodology to be used by the projects
- A copy of the candidate’s up-to-date curriculum vitae

Expressions of interest should be submitted to m.hamid@unesco.org and reach UNESCO by **5 December 2017**.