

REPUBLIQUE CENTRAFRICAINE

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**MINISTRE DE L'ENVIRONNEMENT,  
ET DU DEVELOPPEMENT DURABLE**  
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COORDINATION NATIONALE DU  
PROJET FEM 8 BASSE-LOBAYE  
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## **JOB DESCRIPTION**

**Position title:** Communication officer

**Reports to:** Chief Technical Advisor (CTA)

**Technical / Dotted Reporting Manager(s):** Project National Coordinator

**Supervises:** N/A

**Duration:** Three (3) years renewable based on performance

termination before the expiration date.

**Location:** Bangui

**Project title:** “Integrated Community-based Management of High Value Forest Ecosystems in Southwestern Central African Republic, to safeguard globally outstanding biodiversity, carbon stock and ecosystem services from key threats, particularly unsustainable land use practices”.

**Project objective:** This project aims to safeguard globally significant biodiversity of high value ecosystems, from unsustainable resource use, as a result of effective government enabling capacity, community participation and resilient green livelihoods.

**Project executing organization:** The Ministry of Environment and Sustainable Development (MESD).

**GEF PROJECT ID N°:** 11246

**Duration of project:** 72 months

**Geographical location:** Central African Republic.

### **I. Mission of the project:**

The project ‘Integrated Community-based Management of High Value Forest Ecosystems in Southwestern Central African Republic, to safeguard globally outstanding biodiversity, carbon stock and ecosystem services from key threats, particularly unsustainable land use practices’ to be implemented by the Ministry of Environment and Sustainable

Development (MESD), is part of the Congo IP, along with six other country-based projects and one Regional Coordination Project. The IP is aimed at improving the conservation and effective governance of critical landscapes in the Congo Basin Tropical Rainforest Biome. The Congo IP is in turn part of a broader GEF8 initiative titled “The Amazon, Congo, and Critical Forest Biomes Integrated Program”, aimed at conserving intact rainforests across the globe.

The focus of the GEF 8 project in the Central African Republic (CAR) is on the Basse-Lobaye Forest landscape, one of the last intact forests in the country. It is drained by the Ubangi watershed and hosts globally significant biodiversity. Its ecosystems are vital for local and national economies and essential to the livelihoods of indigenous peoples, and other rural communities through NTFPs, carbon sequestration, and more. The global environmental problem that this project seeks to address is the threat to landscape’s biodiversity and productive landscapes from (i) deforestation and forest degradation, unsustainable use of natural resource, (ii) land degradation, (iii) climate change, (iv) and poor water resource governance, leading to watershed degradation, biodiversity loss, habitat loss and fragmentation, soil erosion, and reduced water quality. These impacts reduce people’s access to productive landscapes and ecosystem services, and have serious implications for agriculture, food security, health of the livelihoods of indigenous people and other rural communities, thereby creating a negative feedback loop. The general lack of economic alternatives and population growth projected over the next 20 years will create great pressures to clear forests. Meanwhile, changes in rainfall patterns and increased frequency of extreme weather events due to climate change will exacerbate water management challenges, leading to more frequent floods and droughts, complicating water governance efforts. Addressing these challenges requires an integrated approach involving all stakeholders, including governments, Indigenous peoples, local communities, and international organizations.

In this context, the project’s objective is to safeguard globally significant biodiversity of high value ecosystems, from unsustainable resource use, as a result of effective government enabling capacity, community participation and resilient green livelihoods. To achieve this, the project’s success is dependent on a transformational approach aimed at supporting a shift away from unsustainable practices to those which promote widespread adoption of sustainable practices, while at the same time ensuring ecosystem health and biodiversity conservation. This will be achieved through the following components: (i) Enabling framework for safeguarding biodiversity, promoting SFM, combating land degradation, and securing a nature-based economy, which will also provide the enabling environment to enhance the development of science-based transboundary river basin management tools and approaches; (ii) Conservation of Key biodiversity areas and ecosystem services, sustainable use of natural resource, enabled through application of Biodiversity-positive carbon credits and nature certificates, natural capital accounting (NCA), PES, and OECMs; (iii) IPLCs livelihoods improvements through green enterprises and market systems with private sector; and (iv) Knowledge management, stakeholder coordination, M&E and gender mainstreaming.

Global Environmental Benefits (GEBs) that will be delivered through the project include: 49, 098, 753 tCO<sub>2</sub>-e of GHG emissions mitigated; 18,200 ha of terrestrial protected areas

under improved management; 30,000 ha of degraded lands under ecological restoration, 200,000 ha of farmlands under improved production practices. The project will benefit 5,000 people, with a focus on gender equality, and it is foreseen that women benefitting from the project will constitute 50% of this total.

## **II. Major Functions:**

Under the supervision of the Chief Technical Advisor, the Communications Officer is responsible for designing and implementing the overall communications strategy of the project.

The Communications Officer will deliver the communications strategy in a professional manner, in accordance with the project documents, guidelines and agreements with partners.

The Communications Officer will ensure the effective and timely implementation of the communications strategy, delivery of quality outputs, and achieve outcomes with maximum impact to project beneficiaries.

### **The objective of this assignment**

The objective of this assignment is to oversee the project communication strategy and activities related to project outreach. The selected Officer is responsible for promoting and creating awareness on Project Objectives, Activities and Results.

## **III. Major Duties and Responsibilities:**

In accordance with the project objectives, the Communications Officer will work under the overall direct supervision and guidance of the CTA.

The Communications Officer's key tasks and responsibilities will be as follows:

### ***(a) Oversee the Project Communications Strategy and Activities Related to Project Outreach***

- i. Develop and supervise the implementation of the Project Communication Strategy in line with the Project Objective;
- ii. Coordinate the development and production of Information, Education and Communication (IEC) materials (fliers, media supplements, project updates, newsletters etc.) in liaison with the various project staff, component partners and stakeholders to ensure quality and timely dissemination
- iii. Support the Local Governments in the work-plan implementation and reporting through regular mentoring visits, including meetings with Technical Support Teams (TSTs); document the best practices and approaches for deepening the knowledge base of the achievements of the results

- iv. Collaborate with implementation partners, support interactions with project component partners, and provide timely and appropriate interventions to address implementation issues and bottlenecks;
- v. Coordinate efforts to strengthen the relations with media practitioners to promote a positive image of the Project and to enhance visibility of the activities; and access of the target population; and organize media events such as press conferences and talk-shows.
- vi. Assist in the preparation and review of various project documents.
- vii. Participating and effectively represent the Project in internal and external meetings related to the implementation of the project.

***(b) Promote and Create Awareness on Project Objectives, Activities and Results***

- i. Facilitate the engagement of key stakeholders and partners in project implementation and follow-up investment
- ii. Promote close coordination with other similar Projects, particularly those supported by UNEP, to create synergy and consolidation in accordance with project requirements.
- iii. In close coordination with the M & E specialist, develop results and impact stories.

***(c) Knowledge building and knowledge sharing***

- i. Identify and analyse project training needs, and contribute to capacity building of project staff in Communication.
- ii. Preparation of short analytical knowledge management reports on relevant themes to promote knowledge sharing among Project management and implementing teams.
- iii. Facilitate awareness trainings or workshops as required on major project issues to ensure adherence to policy.
- iv. Facilitate relevant training to partners / stakeholders.

**IV. PERFORMANCE INDICATORS**

- i. Communication strategy developed and implemented ;
- ii. Media engagement activities - Press releases/conferences conducted, talk shows.
- iii. IEC materials developed and disseminated.
- iv. Stakeholder engagements and coordination meetings and workshops conducted.
- v. Functional Project information management system established.
- vi. Training needs assessment report prepared and Staff trainings conducted.

In addition, the communication officer will contribute as needed to the preparation of:

- Project Supervision reports.
- Quarterly activity monitoring reports.
- Minutes of project coordination meetings.

- District quarterly activity progress reports.
- Status project reports.

## **V. ACADEMIC QUALIFICATION AND EXPERIENCE**

1. A University Degree, preferably in Communications, Journalism or any other related field.
2. Minimum of 5 years of demonstrated experience in the field of communication or journalism with special attention to social media campaign design and implementation with rural development institutions and government services.
3. Demonstrated expertise in developing and implementing innovative and creative communication strategies at the institutional/national level.
4. Demonstrated commitment to human rights and social values.
5. Existing relationship with media industry.
6. A high level of oral and written communication skills in English and French languages, including the ability to set out a coherent argument in presentations and group interactions.
7. Field experience in a developing country.
8. Competency in the use of standard software like Microsoft Office, PeopleSoft, web-based applications and desktop publication, including internet platforms (update website), electronic communication will be a major asset.
9. Ability to communicate policies and procedures effectively and accurately;
10. Good knowledge of policy-oriented, programme-based pro-poor approaches.

### **1. Strategizing on Communications**

- a) Design, implement and monitor a communications strategy in consultation with the Project Technical Coordinator and relevant project staff ;
- b) Improving visibility of the projects ;
- c) Maintain and manage project image on social media pages and website with timely updates and fresh, relevant content, ensuring digital visibility.
- d) Bringing in innovative best practices for the effective dissemination of information for awareness and visibility purposes.
- e) Generating accurate, detailed reports covering analytics and narrative explanations of social media campaigns.
- f. Analytical thinker, analytical ability and thorough understanding of socio-economic issues in agricultural and rural development; and capacity to lead specific analytical work.
- g. Team worker, the capability to foster and coordinate teamwork; and establish harmonious working relationships in a multicultural environment.
- h. Self-developer/Innovator, willing to learn, share and acquire new competencies and seek new challenges by exploring new approaches.

### **2. Managing communications**

- a) Develop bilingual communication materials and campaigns based on project needs.
- b) Develop content for media releases, newsletters and other communication materials related to project implementation.

- c) Support with Monitoring and Evaluation measures on communications related deliverables.
- d) Host webinars as requested by the project staff.
- e) Formatting and layout of publications for printing.
- f) Graphic designing and editing of visual materials for platforms where necessary.
- g) Communicating with photographers and videographers of the projects to ensure that there are constant updates from all programs that can be used for social media.
- h) Stepping in to review content, proofread and fact check when necessary.
- i) Accompany project team on field trips when required.

### **3. Managing communications of stakeholders**

- a) Maintain close coordination with journalists, academics, public officials, citizen groups, NGOs/CSOs and other stakeholders to disseminate project outcomes and event invitations.
- b) Ensuring that the project team has a well-maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web etc.
- c) Generating and compiling content such as Annual reports, Newsletters, Photo galleries and other material for a variety of audiences.

### **4. Office administration**

- 1. Maintaining all files pertaining to the project;
- 2. Carrying out all documentation relating to the communications of project ;
- 3. Taking due care in using all equipment belonging to the project;
- 4. Sharing communications related expertise with staff upon request;
- 5. Attending to any other duties assigned by the Project Technical Coordinator and National Director.

All duties should be conducted respecting ethical standards in an equitable manner, respecting the dignity of all stakeholders.

### **5 Desirable criteria**

- 1. Specific skills in digital designing, video and film making, copy writing.
- 2. Conversant in local languages.
- 3. Demonstrated experience in working with the community.

## **VI. Working Relationships**

The communication officer will work closely with UNEP, the CTA and the GEF Operational Focal Point/National Project Coordinator. He will interact with project partners and other partner national governmental institutions, non-governmental organizations, academic institutions, the media, specialists/ consultants and other stakeholders.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to Project needs.

## **VII. Values & Behaviors:**

- *Aligns and identifies with the core values of the Government of the Central African Republic and the UNEP Agency: Integrity, Assiduity, Respect and high sense of Collaboration.*
- *Demonstrating behaviors: listen deeply, collaborate openly and innovate without limits.*
- *Acts with highest integrity, accountability, and transparency.*

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to project needs.

**Interested candidates should submit their application, including a cover letter and CV, to the following email addresses:**

**(i) Lamba Barthelemy, GEF Operational Focal Point and National Project Coordinator;**

**Email:** [lamba.bath@yahoo.com](mailto:lamba.bath@yahoo.com)

**(ii) With a copy to:**

**André Toham, UNEP/GEF Task Manager**

**Email:** [andre.toham@un.org](mailto:andre.toham@un.org)

**Only shortlisted candidates will be contacted for an interview.**

**Date:**