



TERMS OF REFERENCE FOR CONSULTANTS



TERMS OF REFERENCE FOR DFCD CONSULTANCY WORK

WWF TANZANIA

COMMUNICATION SPECIALIST

Short Term Consultant - Communications Specialist

WWF - Tanzania -The DFCD Enabling Environment Landscape

1. Background

The World Wide Fund for Nature (WWF)

The World-Wide Fund for Nature-Tanzania (WWF-Tanzania) is among the largest conservation nongovernmental organization in Tanzania. WWF-Tanzania works inter alia with local communities, national and provincial governments, civil society, international organizations, industries, and corporate entities, and is committed to the conservation of the country's rich biodiversity, sustainable use of natural resources, and climate change mitigation. WWF-Tanzania further focuses its efforts in seven (7) different practice areas, which includes wildlife, freshwater, oceans, climate change & energy, forests, and food & markets.

Dutch Fund for Climate and Development (DFCD)

Climate change poses an unprecedented threat to humanity in the 21st century. With notable shortfalls in funding and a dominant focus on climate mitigation by global financing parties to date, Dutch development bank Nederlandse Financierings-Maatschappij voor Ontwikkelingslanden N.V. ("FMO") has partnered with Climate Fund Managers ("CFM"), Worldwide Fund for Nature Netherlands ("WWF") and SNV Netherlands Development Organisation ("SNV") to manage the Dutch Fund for Climate and Development (DFCD). The Netherlands based consortium is being led by FMO and (i) provide finance and Technical Assistance (TA) to projects with a focus on climate change adaptation; (ii) mobilize external private sector funding at scale; and (iii) align directly with DFCD Theory of Change (ToC). A substantial allocation of investments will be reserved for OECD DAC Least Developed Countries (LDCs) and other Netherlands development cooperation priority countries (collectively, 'the focus countries')

2. The objective of assignment

WWF Tanzania is implementing a DFCD Enabling Environment Landscape programme. The objectives of the communication specialist (consultant) are;

- Identification of target groups/stakeholders,
- Identification of the communication objective for each targeted audience
- Create key program messages based on accomplishments and evidence
- Identification of main communication channels and strategies to reach the different target audiences
- Identification of the communication products and activities tailored to each audience, building on already produced international communication material, when possible, for each target audience.
- Required capacity to implement the proposed strategy
- Activity plan

3. Duties and accountabilities

As part of WWF - Tanzania -The DFCD Enabling Environment Landscape project overall communications strategy, the Communications Specialist is responsible for planning, designing,

executing and monitoring activities within the context of WWF - Tanzania -The DFCD Enabling Environment Landscape. The specific roles and responsibilities are as follows;

- Strategic planning. Help craft and implement a communications plan for WWF - Tanzania -The DFCD Enabling Environment Landscape. This plan will include major messages that the program(s) should deliver to a range of key target audiences; the types of materials needed to effectively convey those messages; and the means of dissemination (traditional and social media) best suited for those purposes. The Communications Specialist should be capable of identifying new opportunities, potential partners, and most importantly, impacting audiences, whether from governmental side, the Development Partners, donors, media or a range of external publics. The Communication specialist should be able to develop and maintain (through networking and evolving knowledge) a strategic calendar of events and opportunities for promoting the WWF - Tanzania -The DFCD Enabling Environment Landscape programme.
- Coordination. In tandem with the Project Manager, coordinate communications activities and external messages with donors, local and regional communications colleagues (of relevant country offices).
- Outreach. Leverage diverse channels for outreach campaigns. Write web content and social media messages, organize - events (whether virtual or face to face), advise on team participation in global events, engage through social media.
- Produce knowledge products and marketing communications materials: write press releases, contribute to blogs, write or contribute to WWF-DFCD two-pagers, summary notes, presentations, results stories from field research and outreach; and publications. The Communications Specialist should also help with evaluating new communication channels for opportunities in the innovative and technology-driven sectors, such as mobile innovation, climate innovation etc.
- Monitoring communications impact. Measure and track the impact of specific communication interventions and outreach activities, including web statistics.
- Visual Communications. The Communications Specialist will work closely with graphic designers and firms on the design of in-house print and online brochures, reports or publications and marketing materials. He/she must understand WWF -DFCD's design style guide and have a good sense of translating complex information and data into visuals (infographics, figures, graphs, call out boxes, etc.). The Communications Specialist should also effectively support the development of ideas for cutting-edge communications materials (interactive PDFs, video, animation, etc.).
- Online communications and web-based activities. The Communications Specialist plays a strong content planning and project management role in the maintenance of WWF-DFCD's website and social media platforms. He/she is expected to assist the Web Manager in maintaining WWF-DFCD's several web-based and social media channels.

4. Scope of work, Time schedule and reporting

This consultancy work will be not more than 6months in 2022.

The estimated time not exceeding **50** working days.

Preferably the Consultant to be based in Dar es Salaam, Tanzania with some frequent travel in the Water Towers Landscape (Iringa, and Morogoro) and the South of Kenya - North of Tanzania (SOKNOT) – Tanga, Mara, Manyara, Kilimanjaro and Arusha regions.

The Communications Specialist/Consultant will report to the Project Manager - WWF - Tanzania -The DFCD Enabling Environment Landscape Programme but also will collaborate closely with the wider WWF -DFCD team and other colleagues in the WWF Tanzania country office.

5. Qualification/Selection Criteria

- Highly creative, proactive, strategic and energetic; an idea generator and implementer.
- Ample work experience in and thorough knowledge of the in the Water Towers Landscape (Iringa, Morogoro,) and the South of Kenya and North of Tanzania (SOKNOT) – Tanga, Kilimanjaro and Arusha regions.
- Master’s degree in professional discipline (Communications, International Relations/Public Affairs, Journalism, Marketing, or other related field) plus 5 years of relevant experience, or a Bachelor’s degree in a relevant field plus 8 years of relevant experience.
- Experience working in conservation, natural resource management, livelihoods and/or social development not a must but a plus.
- Experience working within development institutions is preferred but not required.
- A well-developed network of traditional and new / social media contacts in the Tanzania.
- Outstanding verbal and written skills, particularly the ability to synthesize complex messages and tailor them into simple, clear and non-academic language for different audiences.
- Proficient in the use of design programs for web and print, including knowledge of photo and image editing; working knowledge of programs like InDesign and Adobe Photoshop.
- Ability to write strong copy and produce well written press releases, feature articles, and publications. Excellent command of English.
- Profound knowledge of social media, with ample experience in web editing and proven experience in leading web marketing campaigns.
- Proven affinity with the field of technology entrepreneurship and innovation, and most notably mobile innovation and mobile social networking, climate technology innovation and women’s entrepreneurship in innovative sectors.
- Ability to work independently as well as in teams; ability to work in loose unstructured environment with fast-emerging opportunities.

Interested candidates can send their resume and a short statement of interest through procurement@wwftz.org by 1600hrs on 5th July 2022. Only short listed candidates will be contacted.