Climate Resilience Execution Agency for Dominica (CREAD)

TERMS OF REFERENCE

Communications Specialist

DESCRIPTION

Following the devastation caused by Hurricane Maria in September 2017, the Government of the Commonwealth of Dominica (GoCD) established a specialized, autonomous entity, the Climate Resilience Execution Agency for Dominica (CREAD), to lead the thrust to make Dominica the first climate resilient nation in the world.

CREAD is funded by international development partners, and has a clear focus on identifying, prioritizing, developing and implementing transformational projects that build strong communities, a sustainable economy, durable infrastructure and critical supporting systems to make Dominica more resilient. It operates at the highest levels of professionalism, integrity and efficiency, and works closely with key strategic and operational partners from the public, private and social sectors to deliver results.

OBJECTIVES

The Communications Officer will be responsible for coordinating and implementing the public education programme on climate resilience and managing the various media platforms through which CREAD will communicate with its various publics.

RESPONSIBILITIES:

- Supports and provides strategic direction for the implementation of CREAD’s communications strategy;
- Supervises the production of media outputs for distribution via traditional and social media platforms;
- Manages all public relations and marketing campaigns implemented by CREAD;
- Develops and maintains contact information, materials and relationships with journalists and media outlets (print, TV, radio, web etc.) within and outside Dominica to increase coverage of climate resilience issues in the media (print, broadcast and digital);
- Collaborates with the local media by organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate;
- Monitors and evaluates the use and effectiveness of media materials and campaigns;
- Develops and manages the analytics that are used to assess the efficacy of CREAD's public education and outreach programmes;
- Manages all interactions of CREAD with local, regional and international media;
- Manages CREAD's social media platforms and ensures these remain dynamic and informative;
- Ensures timely and quality production of advocacy and branding materials such as periodicals, annual reports, supplements, calendars, briefing notes, human interest stories, picture stories, videos, etc.;
- Develops and archives communication materials, including digital, such as publications, press releases and clippings, photographs, audio-visual materials, web resources etc;
- Assists in organizing and generating public support for special events and campaigns to promote climate resilience and disaster risk mitigation objectives;
- Supports the organization of workshops, seminars, campaigns, events and project review meetings including agendas and meeting minutes;
- Provides strategic support to the Community Engagement Officer in the convening and conduct of community meetings and other community outreach activities.

QUALIFICATIONS:

- Bachelor's Degree in communications, journalism, public relations or a related field;
- A minimum of 5 years of work experience in marketing, advertising, journalism, corporate communications, or civil society/NGO advocacy;
- Prior experience in international development is an asset;
- Understanding of media and journalism networks in developing country markets, particularly Dominica and the Caribbean;
- Proficiency in the use of social media platforms;
- Expert skill in communicating persuasively with diverse audiences, ranging from policy-makers and corporate managers to grass roots community residents;
- Demonstrated ability to establish and maintain effective working relationships with a wide range of stakeholders;
- Sound judgment and the ability to work with minimal direction;
- Self-motivated, with the ability to work under pressure;
- Very strong communication skills;
- Fluency in English;
- Creative and pragmatic approach to problem solving;
- Well-organized and strong attention to details.

CREAD VALUES:

Objectivity
Being consistently data-drive in its analysis, and impartial in its recommendations on the path forward for Dominica.

Commitment to Impact
Striving to make a difference in the lives of as many Dominicans as possible, and to leave a lasting legacy after CREAD’s 4-year life

Transparency and Collaboration
Operating with integrity and openness, such that Dominicans have insight into CREAD’s strategy, activities and performance. Working closely with critical segments of Dominican society to ensure that CREAD’s efforts are representative, relevant and impactful.

**Leadership**
Inspiring Dominicans, as well as people beyond our borders, to set stretch goals, ask hard questions, and take bold decisions that help achieve sustainable development and climate resilience.

**Good Citizenship**
Encouraging all staff to make a difference outside its business operations, by supporting activities that build stronger communities and protect the environment

**LOCATION, START DATE AND DURATION OF ASSIGNMENT**
The role will be based in Roseau, Dominica with an expected start date is 1 April 2019. The initial assignment will be for a period of two (2) years, with the possibility of renewal.

**EXPRESSION OF INTEREST**
Interested applicants should submit a cover letter motivating their application, a CV of no more than 4 pages, the names of two references (who would only be contacted if the application were to progress to final stage), by January 17, 2019 via email only to: hr@creadominica.org