



Communications Consultant – Call for applications

Unit: Global Programme Governance and Rights US, Gender

Organization: International Union for Conservation of Nature (IUCN)

Location: Washington, DC, area preferred; (reporting to IUCN Washington DC Office, Washington D.C., United States of America)

Reporting to: Communications Officer / Senior Gender Programme Manager

Expected start date / end date: ASAP (by 15 April) / 31 December 2019

Type of contract: Contractor

Introduction

International Union for Conservation of Nature (IUCN) helps find pragmatic solutions to the world's most pressing environment and development challenges. With a strong gender policy that mandates a gender-responsive approach to all programmes and projects Union-wide and throughout partnerships, IUCN is an environmental institution that champions women's empowerment and advancing gender equality as intrinsic to meeting its goals. The Global Programme on Governance and Rights (GPGR) contributes toward IUCN's vision and mission by promoting innovative approaches, providing technical support, and informing policy development on gender, indigenous issues, natural resource governance, and human rights as they relate to the environment.

Statement of Need

IUCN seeks to contract a strategic communications consultant to provide specific support to IUCN's gender work, primarily toward 2019 implementation of key components of Advancing Gender in the Environment (AGENT), a USAID-IUCN initiative. Tasks and deliverables will focus particularly on supporting networks, communities of practice, and knowledge platforms relating to gender and biodiversity (fisheries in particular), renewable energy, adaptation, and environmental policy, as well as gender-based violence.

The Communications Consultant will liaise with and submit deliverables to the IUCN GPGR Communications Officer, in close cooperation with the Senior Gender Programme Manager, who manages AGENT and other gender projects. The Communications Consultant may work closely with IUCN gender team's technical and programme specialists, project managers and financial/administrative support staff. While the team is based in Washington, DC, several staff and consultants are out-posted and remotely based, making internal communications as important as external communications.

The primary working languages of the office are English and Spanish, while key projects are also implemented/ supported in French. Deliverables will be in English.

KEY RESPONSIBILITIES

Support implementation of gender project implementation

- *Advancing Gender in the Environment (AGENT) communications*
 - Using the IUCN GPGR digital strategy on gender, deliver social media support to AGENT-related projects to enhance marketing for webinars and knowledge products, using Tweetdeck in particular.



- Support coordination with various USAID communications contractors to ensure gender and environmental linkages are consistently and coherently represented.
- Support the delivery and coordination of at least four AGENT webinars.
- Support the Communications Officer in launching new releases in accordance with strategic communications release plans.
- Support the maintenance of impact metrics through Google Analytics.
- Produce content for communications activities (including for example, short videos, photo stories, short impact stories, post-event content and blogs).
- *Women in African Power (WiAP)*
 - Maintain, monitor, and report on membership, using Excel, PipelineDeals, and LinkedIn, as well as manage general, regional, and country specific mailing lists.
 - Draft social media posts (Facebook, Twitter, and LinkedIn) that promote the achievement of women in the African energy sector, the work of stakeholders in promoting women's participation in the sector, Power Africa's gender work, and relevant news.
 - Provide technical and coordination support for three webinars that promote women's career development in the African energy sector. Liaise with a professional career coach to develop resources and tools on career development topics for webinars as well as coordination support to ensure WiAP members receive one-on-one training support in complement to webinars.
 - Prepare content for WiAP monthly updates in close coordination with Power Africa.
 - Work with international conference organizers in recommending member speakers for panels and events, as well as ideas for panels on gender and energy topics.
 - Facilitate WiAP steering committee calls when required.
 - Support the launch and dissemination of WiAP related knowledge products produced via AGENT.
 - Where relevant, support the drafting of potential blogs that highlight gender and energy issues in the African context and profiles that promote the work of WiAP members and Power Africa.
 - Maintain AGENT-related WiAP resources on genderandenvironment.org.
 - Where relevant, support communications output and panel organization at African energy fora.
 - Contribute to quarterly AGENT reporting on WiAP activities, including metric and impact reporting.
- *Gender and renewable energy*
 - Support the redesign of the Gender and Renewable Energy (G-REEN) platform, ensuring there is a component designed to support programs that promote women's participation in the formal energy sector, such as Engendering Utilities.
 - Keep abreast of issues and trends in gender and renewable energy, uploading relevant documents to the G-REEN platform.
 - Support the maintenance of two G-REEN listservs: a global, English-language list and a Spanish language list targeted at Latin America and the Caribbean.
- *Gender and fisheries*
 - Support the maintenance of social media tools, including a closed Facebook group for a set of practitioners developing, measuring and tracking the evidence for sustainable wild-caught fisheries management through women's economic empowerment.



- Maintain a document library to support the community of practice, the Learning Initiative on Women's Empowerment, Access to Finance, and Sustainable Fisheries.
- Support the maintenance of relevant listservs and communications outreach activities.
- Support the development of an online platform to house the Learning Initiative.
- Provide support for an on-site event for the Learning Initiative.
- *Gender-based violence (GBV) and environment linkages*
 - Support the development of a GBV and environment knowledge platform, including uploading and tagging relevant resources.
 - Support the development and growth of a community of practice on GBV and environment linkages.
 - Support relevant communications campaigns, through the particular use of newsletters, social media, and communications outreach activities.

Engagement and outreach support on gender, governance and rights issues

- Support the IUCN GPGR Communications Officer in developing and publishing web stories on www.iucn.org showcasing the benefit of gender, governance and rights considerations in environmental and conservation work to stakeholders across the Union, building on AGENT work and products.
- Support implementation of relevant communications plans by developing relevant advocacy tools and knowledge products.
- Support implementation of relevant communications plans by growing networks of relevant contacts and associated tools such as mailing lists, newsletters, and an online presence, including social media.

REQUIREMENTS

- Exceptional written and oral communication skills; strong copy-editing skills, with meticulous attention to detail
- A minimum of 3-5 years of previous experience in communications, marketing, and/or public relations, with evidence of strong writing and editing skills
- Bachelor's degree in relevant field required; Master's degree strongly preferred in a relevant field, such as communications (particularly digital marketing and strategizing), environment-related fields, international relations or sustainable development, or gender equality and women's empowerment advocacy
- Familiarity with USAID programming and communications/branding style preferred
- Demonstrated ability to consider 'big picture' items and prioritize their strategic delivery
- Knowledge of and practical experience related to approaches for effective communications at an international scale, especially with respect to developing and implementing communications strategies and products toward diverse audiences
- Ability to rapidly research, analyze and integrate diverse information from varied sources, including technical resources
- Experience with qualitative data analysis using analytics
- Capacity to work well under pressure, prioritize and successfully manage competing demands and deadlines



- Fluency in written and spoken English is required; fluency in a second language, particularly Spanish or French, is an advantage. (English, Spanish, and French are the official languages of IUCN)
- Strong relevant IT skills, including experience with WordPress and Google Analytics, are required; preferred skills will also include HTML and CSS, Drupal, and desktop publishing
- Experience working with photography and video, including with InDesign, Photoshop, Illustrator, Audition, iMovie, and/or other programs

To apply

Please submit cover letter, CV, and two writing samples (max 2 pages each) to Jamie.Wen@iucn.org by 1 April 2019. Please put “Communications Consultant application” in the email subject line. No phone calls, please.

About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world’s largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 10,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people’s well-being.

www.iucn.org

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