



Resilience, Sustainable Energy and Marine Biodiversity Programme

JOB DESCRIPTION

Job Title:	Communications and Visibility Officer
Duty Station:	Based in applicant home country with duty travel in to Sint Maarten and the region as required
Appointment duration:	12 months renewable, until 2023 (full time)
Type of employment:	Full Time
Project reference:	18DDU0C052
Reports to:	Manager, Communications and Visibility

About the Programme

The Caribbean OCTs Resilience, Sustainable Energy and Marine Biodiversity Programme (RESEMBID) is a €40M programme financed by the European Union and implemented by Expertise France, the development cooperation agency of France.

RESEMBID supports the sustainable human development efforts of the Caribbean OCTs through three highly strategic lines of action:

- Marine Biodiversity: improving protection, restoration and management of marine biodiversity;
- Resilience: strengthening resilience to adapt to extreme and recurrent natural events (cross-cutting component)
- Sustainable Energy: increasing energy efficiency of infrastructures with high impact on energy consumption;

The twelve Caribbean OCTs are:

- Aruba, Bonaire, Curaçao, Saba, Sint Eustatius, Sint Maarten
- Anguilla, British Virgin Islands, Cayman Islands, Montserrat, Turks and Caicos Islands
- Saint-Barthélemy

The Programme is implemented throughout the twelve OCTs and is based on Sint Maarten. It is backstopped by Expertise France Headquarters at Paris, France.

Great emphasis is given to a participatory approach in the design of the programme and its management, involving from the outset all relevant stakeholders (beneficiaries, civil society, private sector, funding institutions, among others).

The RESEMBID office is composed of staff based on Sint Maarten that attend to the different workstreams of the Programme: governance; programme coordination and implementation oversight; programme formulation, design and implementation; grant and procurement management; financial and administrative management, monitoring, evaluation, accountability and learning; strategic communications and visibility. The team is complemented by senior sectoral technical consultants who are standing members of the team and are deployed as needed.

Job Overview

Working closely with and under the guidance of the Manager, Communications and Visibility, the Communications and Visibility Officer contributes substantively to the development and implementation of



the RESEMBID Communications and Visibility strategy and workplan. Foremost, the incumbent provides strategically aligned, expert support to Programme Management in communication and visibility.

Specifically, the Communications and Visibility Officer's primary focus will be creating and developing digital content across all RESEMBID social media platforms, dedicated products such as the mobile application as well as content for traditional media platforms.

Key Responsibilities

The incumbent, informed by a substantive understanding of strategic direction and priorities, of the programme portfolio, of its operational context for implementation, and of partner relations – especially the OCTs – has the following key responsibilities:

- manages relationship with contractor to ensure timely and satisfactory development of RESEMBID's mobile application,
- works closely with RESEMBID team to ensure timely and satisfactory internal and stakeholder-facing roll-out of RESEMBID's mobile application,
- develops and maintains strategically targeted, segmented and prioritised mapping of communications and visibility target audiences from amongst RESEMBID stakeholders,
- develops and personally cultivates a strategically targeted network of media outlets, with a view to building a RESEMBID-sensitised community,
- co-leads the development, implementation and ongoing refinement and updating of the institutional communications and visibility strategy and workplan,
- co-leads the development of the programme's communications and visibility strategy and workplan, focused specifically on communicating the objectives, activities, results and human-interest stories emanating from projects on the ground,
- fosters a "receptive space" for RESEMBID, including for interviews and interventions by RESEMBID, Expertise France and European Union leadership. Accessing key contacts, organises media coverage and media exposure, briefings, interviews,
- coordinates all press and social media activities, including press releases, in conjunction with the relevant contractors (news wire service, public relation firm, graphic designer),
- coordinates Letter from Director for review by Manager,
- proposes and/or edits, then pitches op-eds, letters-to-editor, and other written, digital and broadcast commentary,
- develops database of influencers and prominent figures, particularly from the Caribbean, to enlist their support as advocates and multipliers,
- working closely with the RESEMBID team, crafts key strategic messages for all media and public relations products and activities,
- ensures compliance of all media and public relations products and activities with the visibility guidelines of the European Union,
- proactively identifies opportunities for increased local, regional and international media coverage of the Programme,
- develops and manages the Programme's press kit,
- monitors local, regional, and international media for Programme-related coverage, ensuring consistency of message,
- creates demand for and arranges and media interviews and productions for RESEMBID staff,
- working closely with Manager, Communications and Visibility, manages Programme visibility on social media platforms, including the development and maintenance of content schedule and digital stakeholder listing.

The above list is indicative. Responsibilities and/or prioritisation are dynamic and may evolve and be reshuffled, in accordance with the changing needs of the Programme and the Communications and Visibility portfolio.

Minimum eligibility criteria

- university degree in communications and media, political sciences, public information, international relations or a related field,
- minimum 5 years relevant job experience working in media, journalism, advocacy, or communications and marketing,
- advanced professional communications and media skills, with demonstrable strategic knowhow for developing and undertaking communications initiatives,
- experience in preparing key messages, press-releases, talking points and delivering them to a targeted audience,
- relevant experience working on similar Programmes as RESEMBID and/or in the Caribbean region is a distinct asset,
- familiarity with the European Union Communication and Visibility Guidelines is an asset,
- excellent spoken and written nuanced command of English essential; French desirable.

Competencies

- passionate, committed to human sustainable development,
- intuitive, emotionally intelligent, proactive,
- excellent sense of humour, flexible, tolerant,
- good ability to think strategically and programmatically, allied with a capacity for operational tasks and outputs, executed carefully and thoughtfully,
- strong writing and analytical skills,
- results orientated with a high capacity for work and initiative, in a fast-paced, multicultural team and environment,
- energised by the complexity of a multi-dimensional, multi-site programme,
- must be resourceful and take initiative even when given minimal direction,
- able to work independently but with strong sense of team building and belonging.

Additional information

- Starting date: immediate
- Remuneration: commensurate with competencies and depth of experience