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| **JOB TITLE**: | **São Tomé and Príncipe Communications Officer** |
| **DIVISION/DEPARTMENT:** | Africa Partnership Secretariat / Conservation Division |
| **LOCATION:** | **São Tomé Island** *- São Tomé and Príncipe*  |

**1. OVERALL PURPOSE OF JOB**

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| * To engage, educate, and inform targeted external audiences about São Tomé and Príncipe landscapes & seascapes, in the framework of BirdLife-led Programme for biodiversity conservation, through creative use of various media.
* To develop and sustain adaptive awareness campaign through social media, local TV & radio channels, print materials (flyers, panels, articles, reports) and newsletter.
* To lead BirdLife São Tomé and Príncipe programme communications team.
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# 2. WORK RELATIONSHIPS

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| **REPORTING TO (LINE MANAGER):** |
| Head of Office – São Tomé and PríncipeCommunications Manager – Africa |
| **REPORTING TO JOB HOLDER (LINE MANAGED STAFF):**  |
| São Tomé and PríncipePress officer (to be recruited)São Tomé and PríncipeDigital media officer (to be recruited) |
| **PRINCIPAL OTHER WORKING RELATIONSHIPS / RESPONSIBILITIES WITHIN SECRETARIAT:***(Include nature of work relationship)* |
| * All staff at the BirdLife São Tomé and Príncipe Office
* All staff at the BirdLife Africa Secretariat, especially: Communications, Forest, Marine and Conservation [and the Regional Implementation Team (RIT) for the CEPF Guinean Forests of West Africa]
* Staff of BirdLife Global Secretariat, especially: Communications, Forest, Conservation & Science
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| **PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:***(Include nature of work relationship)* |
| * São Tomé and Príncipe government institutions; in particular line directorates for forest, biodiversity and Protected Areas management, including: Sao Tomé Obô Natural Park, Príncipe Natural Park
* São Tomé and Príncipe Private Sector
* São Tomé and Príncipe Communities
* ECOFAC6 project partners, including: RSPB – the Royal Society for the Protection of Birds, SPEA – *Sociedade Portuguesa para o Estudo das Aves*, Oikos – Cooperação e Desenvolvimento
* National&International Civil Societyorganization&Universities, in particular: *Plataforma Nacional de Turismo Responsável e Sustentável, Associação Monte Pico, Centro de Biodiversidade do Golf de Guiné*
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**2 (a). KEY WORKING RELATIONSHIPS GRID**

*In addition to, and as an aid to the descriptive section above, rank each contact group on level 1-3 as indicated below. This is intended to cover the importance to maintain BirdLife’s reputation across most of the major contact types relevant to the Secretariat. The level of contact should be assessed with consideration to the level of responsibility and influence and level of independent exposure. The exposure might be in different forms (e.g. verbal or written form) and might be direct or indirect (e.g. presentation or publications/outputs directed to particular sectors).*

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| **Contact** | **Level****(1-3)** | **Contact** | **Level****(1-3)** | **Contact** | **Level****(1-3)** |
| BirdLife network / other NGOs | 1 | General public | 2 | Policy makers (institutional /politicians/ corporations) | 1 |
| BirdLife advisory groups, committees, reg. councils | 1 | Press & media | 3 | Funding organisations (institutions, foundations, corporations ) | 1 |
| BirdLife Global Council | 0 | Regulators/ legislators/ auditors | 1 | Individual donors/ members | 1 |
| Suppliers/service providers | 1 | Scientific community | 1 | VIPs/ royalty/high worth individuals | 0 |
| **Level of Contact** 1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.2.= Presenting/Representing/Reporting "Relationship management". Independent exposure representing BirdLife. Maintaining individual contacts. Usually managing information flow. 3.= Justifying/Negotiating - "Influencing decision makers". Independent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.Note: There is some additional guidance on this in the role evaluation sheet that should be used alongside new role descriptions.  |

**3. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES**

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| By main work area: |
| Communications* Develop and execute an effective Program Communication Strategy, with particular focus on the implementation of BirdLife-led ECOFAC6 project the communication campaign, in order to inform about project activities and raise awareness nationally and internationally about forests, biodiversity and ecosystem services for the conservation of forest landscapes of São Tomé and Príncipe.
* Oversee production of a wide range of communications content including but not limited to: brochures, fliers leaflets, infographics, case studies, press releases, articles, logos and newsletters
* Support graphic improvement of the support documents & medias developed by the project team: report, briefs, letters, information release among others
* Supervise the work of the communications assistant in the field of developing and managing both the website and the project's other social media channels and ensure that they are attractive, optimized and regularly updated to support the project's activities and visibility.
* Draft and revise proposals and presentations for Programme communications.
* Coordinate and help to manage internal and external events e.g. exhibitions and conferences, meetings, workshops and any other project related events
* Oversee curation of projects photography and videography
* Schedule interviews, media events, preparing media reports and following up on media requests
* Supervise edition of project’s newsletters and other communications material
* Providing training and continuous technical support to staff & partners for capacity-building activities on communications in liaison with the Africa communications team.
* Liaise and synergize with the BirdLife’s Africa’s Communications Team in developing and disseminating project communication materials
* From time to time, produce stories for the BirdLife Africa/International media channels

Support to strategic relations:* Support Head of Office to build strategic partnerships for purposes of communications for biodiversity conservation in São Tomé and Príncipe.
* Support Head of Office to coordinate integration of BirdLife’s communications strategy in the landscapes & seascape biodiversity conservation projects framework of São Tomé and Príncipe and explore synergies with other conservation actions in São Tomé and Príncipe.
* Support Head of Office to foster collaborations that will enhance visibility and communications

Fundraising* Support Project Manager to fundraise to leverage financial support for and expand BirdLife’s communications activities in Sao Tomé and Principe.

Image and Reputation* Ensure additional content relevant to Sao Tomé and Príncipe is translated accurately in Portuguese and to a professional standard
* Support Project Manager to raise BirdLife’s profile in São Tomé and Príncipe
* Support Project Manager to promote and safeguard BirdLife’s reputation and credibility

Report* Oversee the work of the communications assistant in monitoring analysis, data entry and overall management of the São Tomé and Príncipe communications database and report quarterly on communication activities and impact in terms of audience.

OthersAny other duties as delegated by the Head of Office |

**4. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES**

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| **RESPONSIBILITY AREA** | **LEVEL OF AUTHORITY** |
| **Financial/Budgetary** | As delegated by Project Manager. |
| **Contracts – Funders** | As delegated by Project Manager. |
| **Contracts – Staff/Consultants** | As delegated by Project Manager. |
| **Contracts – Service providers** | As delegated by Project Manager. |
| **Legal Responsibility** | Support Project Manager to ensure compliance with national regulations. |
| **Other** | *n.a.* |

**5. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS**

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| **REQUIREMENTS** | **KNOWLEDGE/SKILLS/ATTRIBUTES** |
| **Minimum General Education** | Essential: Bachelor’s degree level in illustration and/or graphic art and/or journalism and/or in conservation / cooperation / development with experience in communications |
| **Job Specific Education/ Qualification** | Relevant degree in journalism, media, communication or other relevant field and advantage. |
| **Job Specific Knowledge** | Proven knowledge of working effectively across a range of media platforms |
| **Experience** | Communication experience, preferably in the conservation sector with record of accomplishment of producing high-quality communications outputs to deadline Experience in the field of species & habitats conservation and experience related to training would be an advantageExperience working in Africa and on Small Islands Developing State (e.g. Sao Tomé) a must |
| **Management &organisational skills** | Essential: High motivation, desire to achieve, attention to detail, excellent organisational skills, and ability to work to high standards with tight deadlines. Team worker. |
| **Communications skills** | Excellent written and oral communication skills in Portuguese Professional proficiency in English a must |
| **Analytical Skills** | Good analytical skills required |
| **Creativity & Initiative** | Essential: High creativity, flexibility, adaptability (sense of initiative) and ability to work independently |
| **Computer Literacy** | Competent computer skills, particularly in Microsoft Office Suite, Illustration / Graphic software, video and photo editing software and basic management of RSS / Social media& website |
| **Languages** | Essential: Oral and written fluency in Portuguese. Professional competencies in English an advantage. |

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| **Preparedby:** | **Date:** |
| Jean-Baptiste Deffontaines | June 21 |
| **Updatedby:** | **Date:** |
| Jean-Baptiste Deffontaines, Agostinho Fernandes, and Lewis Kihumba | October 21 |