



Call for Expressions of Interest Communications Service Provider

The Protected Areas Conservation Trust (PACT) is inviting Expressions of Interest (EOI) for a Communications Service Provider to execute its strategic communication and public relations plan. The primary role of the Communications Service Provider is to assist with the design, preparation and execution of stakeholder engagement activities and materials that will achieve the communication and public relations goals and objectives of PACT.

Competency Requirements:

Interested individual proponents or individuals within proponent firms must have a minimum of:

- Bachelor's Degree in Communications Studies, Social Marketing or Journalism and Media Studies;
- Certification in digital media management;
- Five (5) to seven (7) years working experience in communications, journalism, public relations or social marketing fields;
- Proven experience working in organizational brand development, web content development, technical and creative writing and social media management.

Submission Requirements:

The EOI should include information regarding the competencies and experience of proponents, relevant to the assignment. It should also include the name(s) and CV(s), detailing academic background and relevant experience, of the individual (s).

The full Terms of Reference is available at www.pactbelize.org. EOI should be submitted electronically, no later than 15 February 2019 to:

Executive Director
Protected Areas Conservation Trust
#3 Mango Street, City of Belmopan
ed@pactbelize.org

Re: Communications Service Provider

Only shortlisted proponents will be contacted



Terms of Reference	
Title:	Communications Service Provider
Reports to:	Executive Director
Remuneration:	Contract for Service – commensurate with overall qualifications
Service Location:	Independent
Last updated:	January 2019

Description of Service

The Strategic Communications Service is a function required to execute PACT’s strategic communication and public relations plan. The primary role is to assist with the design, preparation and execution of stakeholder engagement activities and materials that will achieve the communication and public relations goals and objectives of PACT.

- Scope of Service**
- **Developing Communication and Public Relations activities and materials (40%)**
 - **Coordinating and Executing Communication and Public Relations Campaigns (40%)**
 - **Administrative Tasks Related to Communications Function (20%)**
- Specific Deliverables:**
- Implement, with input of PACT’s Departments, the communication and public relations plan for PACT;
 - Strategically enhanced content on the PACT website;
 - Updated PACT stock footage;
 - Optimally functional PACT social media platforms;
 - Design of PACT’s annual report;
 - Effective displays for public expositions;
 - Assist in establishing good PACT-media relations;

- Strategic use of multimedia advertising to shape and maintain PACT’s organizational identity and “brand”;
- Well-organized special events, such as exhibitions, competitions and launches;
- Well-planned and coordinated media related activities (press conferences, interviews, investment award ceremonies);
- Assistance with high quality written content including press releases, newsletters, and articles;
- Development of brochures, folders, videos, calendars and other promotional material;
- Design and dissemination of items and toolkits for the public;
- Timely, expert advice to ED on communication related matters to support informed decision making;
- Effective collaboration with relevant PACT staff for developing specific promotional strategies and public relations activities;
- Assistance in community relations, through PACT’s involvement in community initiatives.

Competency Requirements

Contracted individuals or firms must demonstrate the ability to deliver the outputs satisfactorily. The requirements that follow are representative of the knowledge, skills and/or abilities that individuals or members of a firm are required to possess.

Education

- Bachelor’s Degree in Communications Studies, Social Marketing or Journalism and Media Studies and
- Certification in digital media management preferred.

Professional Experience

- Five (5) to seven (7) years working experience in communications, journalism, public relations or social marketing fields;
- Proven experience working in organizational brand development, web content development, technical and creative writing and social media management.

Knowledge

- Strong knowledge of communication theory and strategy development;
- Strong knowledge of good practices in corporate communications and public relations;
- Solid understanding of sustainable development, conservation and protected areas issues and
- Solid understanding of developing different types of messaging for varied audiences.
- Well versed with current social media platforms and trends.

Skills

- Excellent interpersonal, written and verbal communication skills;
- Excellent technical and creative writing skills;
- Versatile digital media skills;
- Excellent organization skills;
- Ability to operate communications equipment (digital and video cameras, LCD projectors, etc.)
- Ability to undertake Search Engine Optimization (SEO) work;
- High levels of proficiency in Adobe Photoshop, Adobe Acrobat, InDesign (or similar design software);
- Proficiency in E-mail marketing and
- Proficiency in using Google Analytics or other website tracking systems.
- Proficiency in use of E-clicker, Buffer, and other online task management tools.

Behaviours

- Creative and innovative thinker;
- High level of comfort with working independently;
- Adaptive to emergent work challenges;
- Highly persuasive;
- Decisive;
- Very focused;
- Self-motivated with high levels of initiative;
- Quality driven and;
- Good sense of timing.

Working Environment

PACT Communications is an outsourced function. The contracted individual/firm is accountable to PACT for the delivery of the specific outputs as assigned. While the provider will be independently located, work hours at the PACT office may be required. Travel time to events and sites will be required and related incidentals will be covered within an established budget.