

CONSULTANCY ANNOUNCEMENT: COMMUNICATIONS CONSULTANT

Conservation International (CI) has been protecting nature for the benefit of all for over 30 years. Through science, policy, and partnerships, CI is helping build a healthier, more prosperous, and more productive planet.

CI is a global organization that has been active in Liberia for nearly two decades working closely with communities, private sector, government, and civil society leaders to support conservation and sustainable development. With enormous wealth of natural resources, Liberia is at a vital point in its development history and has an opportunity to encourage investors and promote development initiatives that both support economic growth and development while maintaining Liberia's critical natural capital for future generations. Proper stewardship of Liberia's resources may prove to be the key to the future well-being of Liberian people.

PURPOSE AND OBJECTIVES

CI Liberia seeks to procure the services of an experienced communications professional to enhance the visibility of our work and staff and cultivate a positive brand perception in Liberia and beyond. To achieve this, the consultant will develop and disseminate high-quality communication products to a range of targeted audiences, including media, donors, government officials, CI staff, and the public. The selected candidate will work closely with CI Liberia staff and Conservation International Africa Field Division's Regional Communications Manager to support the evolving communication needs of the organization.

TASKS AND RESPONSIBILITIES

- i. Develop communication products (factsheets, blogs, slides, newspaper articles, press releases, talking points, blogs, speeches, newsletters etc.)
- ii. Create and publish engaging content and campaigns on CI Liberia's social media channels. This includes preparing and circulating social media packs for key events, where appropriate.
- iii. Coordinate with CI Liberia staff to capture program/field activities/successes in photos/videos/text for circulation to targeted internal and external audiences. Emphasis should be placed on the voices of project beneficiaries.
- iv. Manage CI Liberia image and brand including but not limited to CI Liberia Country Director (curate speech, appearance, and placement to ensure the best visibility, provide guidance for best Return of Investment for CI Liberia communication strategy)
- v. Build capacity for CI staff in communications, including taking field pictures/ videos, media management, social media engagement and messaging.

DELIVERABLES

- Communication products developed and disseminated.
- Monthly and yearly written reports about achievements, priorities, challenges, and support needed.

QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/ EXPERIENCE REQUIRED

- At least a bachelor's degree in journalism, marketing, social science, communication, or a related field
- At least 3 years of experience in Communications/journalism.
- Strong writing, presentation, and interpersonal skills.
- Demonstrated experience in maintaining social media accounts and generating engaging content.
- Experience with new media executions, preferably with a development organization.
- Knowledge and understanding of local and global digital landscape and trends.
- Experience with graphic design, ability to create designs for digital media purposes in open-source graphic design programs, such as canvas.
- Experience in reporting on qualitative and quantitative analytics.
- Ability to take quality photographs and basic photo editing skills.

CONTRACTING MODALITY

The consultant will be contracted on retainer basis - where a scope of work and timeframe will be agreed every time.

SUBMISSION OF PROPOSAL

A detail proposal should be submitted showing the following:

- Full technical proposal with resume/CV
- Work samples and links to the samples (if any)
- Contacts of 3 references/clients for which similar work has been performed
- Financial proposal showing daily rate

To apply: Please submit the full proposal package to HR email: hrliberia@conservation.org

Deadline for the submission of applications is on February 28, 2022