



PROTECTED AREAS TRUST

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*Co-financing a world class National Protected Areas System in Guyana that protects nature and improve lives*

## **TERMS OF REFERENCE**

### **Communications Consultant (Short-term)**

### **Protected Areas Trust (PAT)**

**Position Title:** Communications Consultant

**Reports to:** Executive Director, Protected Areas Trust

**Location:** Hybrid

**Profonanpe, Peru and Guyana's Protected Areas Trust (PAT): Allies committed to communications development for conservation finance through Mentorship**

#### **Background:**

Guyana's Protected Areas Trust (PAT), established by the Protected Areas Act 2011 and inaugurated in 2014, is working to mobilize and allocate finances for the management of the National Protected Areas System (NPAS) in Guyana. Through the Protected Areas Commission, the PAT supports projects that contribute to, or promote, the conservation of biological diversity and maintenance of the ecosystem services of the protected areas using revenues generated from its endowment fund investments.

Profonanpe is the Peruvian environmental fund specialized in efficiently raising and managing financial resources for the execution of programs and projects that contribute to the conservation of biodiversity and the mitigation and adaptation to climate change in Peru. For the last 3 years, Profonanpe has strengthened its communication impact through the implementation of an integral strategy composed of six main actions: strong brand positioning, broadening of digital communication, content creation and campaigns design, alliances promotion, strategies design and leaders training.

Both Profonanpe and PAT are members of the Network of Latin American and Caribbean Environmental Funds (RedLAC), with Profonanpe joining the network since its origin in 1999 and PAT joining later in 2016. This network has been dedicated to promoting the interrelationships of Environmental Funds in the LAC region through capacity building and knowledge management initiatives that favor the conservation of biodiversity and sustainable development in the region.

Given Profonanpe's extensive experience in strengthening its communication impact and through a strategic alliance forged by RedLAC, Profonanpe and PAT have been selected for a mentorship programme under the BRIDGE Project. The BRIDGE Project seeks to promote strategic alliances between

the private sector and CTFs that are part of RedLAC and CAFÉ (Consortium of African Funds for the Environment), to jointly achieve the 2030 action goals for biodiversity conservation.

The mentorship which is titled *“Communications for Non-Communicators: How to become the best storyteller to make an impact?”* will allow Profonampe, as the mentor, and PAT, as the mentee, to share knowledge and transfer experiences about communications management. Together, the main objectives are to:

- Identify and develop the PAT’s communications potential for the implementation of conservation initiatives across the Latin America and the Caribbean region.
- Involve the private sector as an active ally for the implementation of conservation initiatives that will allow the brand positioning and the channeling of economic resources.
- Design and execute sustainability communication campaigns, by taking advantage of strengths and opportunities.

Within this context, PAT is seeking a part-time Consultant for a short-term period of six (6)-months (with a possibility of extension), to support the activities under the mentorship in keeping with the general job description outlined below.

### **Duties and Responsibilities**

The Consultant shall report directly to the Executive Director, PAT, and shall deliver the following under the following three (3) main thematic areas:

#### **1. Communications Plan**

- Support the updating and finalization of PAT’s Communications Plan, aimed at international and national donors, counterparts, beneficiary communities, and local/regional authorities and support implementation.

#### **2. Communication Training**

- Participate in trainings and/or meetings with various actors involved in the mentorship who contribute to the positioning of PAT.

#### **3. Mentorship Campaign Launch and Implementation**

- Support the design and development of content and communication materials (infographics, audiovisuals, brochures, videos, digital materials, etc.) to raise awareness among national and regional officials and local actors about the importance of PAT.
- Support the photography and processing of images that strengthen the positioning of PAT.
- Support the proposition, generation and editing of audiovisual content for various communication channels (physical and electronic), from the development of scripts to the post-production of content that is disseminated virtually and physically. This includes dissemination on social networks, mainly LinkedIn.
- Support the development of an audiovisual organised database of the content from events, campaigns and trips of the projects in areas where PAT intervenes in Guyana.
- Support the organization of institutional events related to the mentorship.

- Support the dissemination of PAT's progress, achievements and challenges through approved interviews, radio clips, creation of spots, content grid, infographics and other communication tools.
- Support the management of PAT's social networks and measure the impact of content.

**Qualifications/ Experience/Job Profile:**

- A Bachelor of Communications with specialty in environmental journalism, advertising, audiovisual communication or development or related field from a recognised University.
- Demonstrated skills, experience and success in preparation of environmental public awareness and communication materials for Institutions which target multi-lateral and bi-lateral aid agencies, foundations, and corporations.
- Demonstrated skills, experience and success in marketing with an emphasis on raising funds from multi-lateral and bi-lateral aid agencies, foundations, and corporations is an asset.
- Demonstrated graphic design and publication skills for the production of brochures, pamphlets, banners, posters and other marketing tools.
- Exemplary verbal and written skills in English. Knowledge of Spanish is an asset.
- Excellent interpersonal and communication skills, and the ability to work with diverse groups and organisations both at the local and national levels in Guyana. Experience in working with international aid and development agencies, foundations and corporations is an asset.
- Familiarity with conservation finance, public awareness, communication, biodiversity conservation issues and protected area management activities.
- Self-starting, highly energetic, proactive and creative individual who can express/recognize ideas, opportunities, and communicate goals and objectives clearly.

**Remuneration**

A total of USD 2000 over 6 months is available for this consultancy.

**Application**

Interested applicants are requested to submit an electronic cover letter and Curriculum Vitae addressed to the Executive Director of the Protected Areas Trust, Jenman House, Botanical Gardens, Georgetown Guyana, to [secretariat@protectedareatrust.org.gy](mailto:secretariat@protectedareatrust.org.gy) on or before July 2, 2024.