

Term of References
REDD+ Communications and Awareness International and National Consultants

Post Title:	Communications and Awareness on REDD+
Level	1 International Consultant (Individual Contract) 1 National Consultant (Individual Contract)
Practice Area:	REDD+ (Forests and Climate Change)
Duration:	International Consultant: over a period of 30 days within 3 months National Consultant: over a period of 30 days within 3 months
Duty Station:	Phnom Penh
Supervisor:	NPD and Cambodia REDD+ Taskforce Secretariat
Closing Date:	

Background:

The Cambodia UN-REDD Programme is a significant programme of the Royal Government of Cambodia in its efforts to get ready for REDD+. This programme's approach has been specifically designed to support implementation of a REDD+ Roadmap, which was developed by the interim REDD+ Taskforce and stakeholder groups during the period January-September 2010. The UN-REDD programme has four outcomes:

- 1) National REDD+ Readiness Management arrangements and stakeholder consultation;
- 2) National capacity-building towards development of the REDD+ strategy and implementation framework; and
- 3) Sub-National REDD+ capacity-building and demonstration;
- 4) Support to development of the Monitoring system.

The programme design looks to fully incorporate relevant line ministries and agencies with FA, GDANCP and FiA being fully engaged within the implementing structures, while other ministries are engaged within higher level decision making bodies as well as technical assessment and consultation processes. This approach marks the programme out as one of the most highly integrated UN-REDD programmes globally.

In addition to these Government line agencies the programme needs to be able to communicate effectively with a broad number of stakeholders both within and outside Government and internationally. The same applies to other programmes developing REDD+ readiness in Cambodia supported by multinational and bilateral development partners, NGOs and others. Effective and efficient REDD+ readiness requires open communication of all information related to the process.

In light of this it has been decided that a communication strategy, awareness raising tools and a website are essential tools to help communicate progress on REDD+ readiness with stakeholders, inform them of events and upcoming developments, and to gain feedback of specific issues.

As such the UN-REDD programme is looking to engage the service of REDD+ Communications and Awareness Consultants to lead in the development of an initial

Cambodia National REDD+ Programme Communication Strategy and awareness raising tools, including IEC materials and contents of website.

International Consultant:

Duties and Responsibilities

The International Consultant will work closely with the National Consultant, and he/she will:

1. Develop a communication and awareness-raising strategy in close collaboration with the national consultant for UN-REDD Cambodia; and provide recommendations and lessons learned for the communication and awareness-raising action plan for Cambodia UN-REDD programme;
2. Provide guidance on the assessment of awareness-raising needs, groups and opportunities for REDD+ in Cambodia;
3. Work closely with the Taskforce Secretariat staff to establish a policy and protocol for information to be posted on the web-site
4. Provide technical support and inputs on the communication and awareness raising materials produced by UN-REDD (Eg: Brochures, website);
5. Support the UN-REDD team in communications and awareness-raising in general;
6. Perform any other duties related to UN-REDD as requested.

The consultant is expected to work in close coordination with national partners, and is expected to visit some provinces, as necessary. The consultant will also brainstorm with national partners and establish contacts for follow up (e.g. with national TV, journalists, media firms(s), UN Communications team, etc.).

Competence Requirements

The International Consultant shall meet the following criteria:

1. Advanced University degree in Journalism, Communication or a related field;
2. A minimum of 9 years of relevant experience on advocacy campaigns, IEC and communications research;
3. Substantial and diverse experience in all facets of communications and public affairs, and proven ability to conceptualize, design and implement communication strategies or programs.
4. Progressive relevant experience/track record in multimedia communications, planning, information materials development and social research methods and relevant networks established with key partners;
5. Good analytical and communication skills, including the ability to draft and to articulate ideas in a clear and concise manner;
6. Good interpersonal skills, previous exposure to cross cultural environments is an advantage; ability to work well in a team whilst also having the capacity and initiative to work independently;
7. Sound knowledge of disciplines relevant to development work and climate change, with added consideration given to those with experience in REDD+ policy-related work and the forest and carbon market in general;
8. Prior experience of working in Cambodia is a significant asset.
9. Highly developed oral and written communications skills with excellent writing skills in English. Working knowledge of other UN languages is an asset.

10. Knowledge of UN-REDD programme desirable.

National Consultant:

Duties and Responsibilities

The National Consultant will work closely with the International Consultant, specifically:

1. Assist and work closely with the International Consultant to produce a Communication Strategy and awareness raising materials, including contents of the website;
2. Assist the International Consultant in collecting, compiling, and writing information to develop a communication and awareness-raising strategy and tools for the Cambodia UN-REDD programme;
3. Assist the International consultant to provide guidance on the assessment of awareness-raising needs, groups and opportunities for REDD+ in Cambodia;
4. Perform any other duties related to UN-REDD as requested.
5. The consultant is expected to assist International Consultant on brainstorming with national partners and establishing contacts for follow up (e.g. with national TV, journalists, media firms(s), UN Communications team, etc.

Competence Requirements

The National Consultant shall meet the following criteria:

1. University degree in Journalism, Communication or a related field;
2. A minimum of 5 years of years of relevant experience on advocacy campaigns, IEC and communications research;
3. Substantial experience in facets of communications and public affairs, and proven ability to conceptualize, design and implement communication strategies or programs;
4. Progressive relevant experience communications, planning, information materials development and social research methods and relevant networks established with key partners;
5. Good analytical and communication skills, including the ability to draft and to articulate ideas in a clear and concise manner;
6. Good interpersonal skills and ability to work well in a team whilst also having the capacity and initiative to work independently;
7. Sound knowledge of disciplines relevant to development work and climate change;
8. Highly developed oral and written communications skills with excellent writing skills in English;
9. Knowledge of the UN-REDD programme desirable.

Expected Outputs:

A communications and awareness strategy and action plan that takes into account the gaps and constraints within the context of REDD+ planning, programming and implementation. The proposed plan should also be able to build on existing initiatives and to distinctly articulate its added value in terms of raising awareness to the REDD+ target stakeholders.

The communication plan should incorporate the overall objectives of the UN-REDD programme, and the communications objectives of the REDD+ programme in Cambodia, including target audience, key messages for target audiences, mechanism and tools for

dissemination, cost/budget requirements and evaluation criteria within the duration of the project. Where possible, objectives should be measurable.

Supervision, teamwork and administrative support:

The International and National Consultants will report to the **National Programme Director** and on day-to-day bases will be supervised by Communication Officer of the REDD+ Taskforce Secretariat.

Applicants are requested to send (e-mail only) CV, together with a letter of interest.

All applications to be sent to: secretariat.redd@gmail.com

Deadline for applications: 20 February 2013

PLEASE QUOTE THE POST NAME: REDD+ Communication and Awareness
International/National Consultant

Further information and inquiry, please contact:

Tel: +855-23-224-251/+885-12-500-922

Email: secretariat.redd@gmail.com

This ToR is approved by



Chea Sam Ang
Director of Cambodia UN-REDD National Programme