



## **ORGANISATION OF EASTERN CARIBBEAN STATES COMMISSION**

The OECS Commission is seeking to recruit a suitably qualified professional to fill the position of Public Information and Communication Consultant to support the implementation of the OECS Geothermal Energy: Capacity Building for Utilisation, Investment and Local Development (GEOBUILD) Programme

### **1. BACKGROUND**

The Caribbean Development Bank (CDB) continues to support its Borrowing Member Countries (BMCs) in their pursuit of geothermal energy (GE) project development, as they seek to improve their energy security, the sustainability of the energy sector, and to address related macro-economic challenges towards achieving improved economic competitiveness. The OECS Geothermal Energy: Capacity Building For Utilization, Investment and Local Development (GEOBUILD) Programme seeks to provide institutional and individual capacity strengthening in various aspects of Geothermal Energy development for governments and other stakeholders in the Eastern Caribbean countries of Dominica, Grenada, Saint Kitts and Nevis, Saint Lucia, and Saint Vincent and the Grenadines to facilitate the establishment of a Geothermal energy power plant in a manner, which is safe and sustainable. The three-year programme will provide governments with critical Geothermal Energy expert technical advice, training of various persons in geoscience (and other technical areas), support for project development, and public information and awareness in relation to Geothermal Energy development. The GEOBUILD programme is expected to enable countries to successfully develop Geothermal energy projects, through the entire project cycle and is intended to provide a package of technical assistance resources necessary to realize successful implementation. The programme is funded by a technical grant by the Caribbean Development Bank with resources from the Inter-American Development Bank (IDB) and the European Union Caribbean Investment Facility (EU-CIF).

GE development is a complex undertaking requiring specific risks to be addressed at each stage of the project cycle, such as those associated with the financial, technical, environmental and social aspects. As demonstrated internationally, a leadership role by the government is critical. However, given the special nature of GE projects, our BMC Governments need assistance to fulfil this leadership role. In this regard, there is a need to have in place the appropriate human and institutional capacities to facilitate, coordinate, and manage the efforts and communicate these to stakeholders and the wider public.

As GE development can have significant impacts on the natural and human environment, stakeholder awareness, engagement, and buy-in are critical to the success of these projects. Based on the current activities being pursued under CDB supported GE projects in the Eastern Caribbean and given the strong need for building awareness among the citizenry, it is now considered critical that efforts be made to significantly increase public awareness about GE

development. This will also reduce the risk of potential negative perceptions by the citizenry about GE and thereby further enhance national and regional buy-in for GE development.

***Against this background, it is proposed that targeted regional and national public information and communication be pursued as part of the GEOBUILD programme, and that technical expertise to provide relevant communications oversight, technical support, and coordination in the implementation of the GEOBUILD and the wider OECS Geothermal programme be engaged.***

## **2. JOB SUMMARY**

2.1 Reporting to the Programme Director Sustainable Energy and the Head, Communications Unit, the Public Information and Communications Consultant, leads the regional and national visibility, awareness, and education objectives of the GEOBUILD Programme

Specifically, the Public Information and Communication Consultant will:

- Work closely and collaboratively with the GEOBUILD Project management team, BMC government agencies with responsibility for GE, regional institutions working with GE, the OECS Communications team and other relevant Programmes and Projects, in the development, coordination, facilitation and implementation of mandates and work plans in relevant focus areas;
- Design, implement and monitor the public relations and communications programme for GE and in support of the broader OECS Sustainable Energy aspirations and priorities;
- Provide communications expertise and execution support to related projects/programmes as needed;
- Facilitate national training and mobilization in communities and Member States in relation to all aspects of the GEOBUILD and related Programmes; and
- Develop, maintain, and leverage constructive and durable relationships with key media, journalists, stakeholder contacts and complementary initiatives.

## **3. KEY DUTIES**

3.1 The duties and responsibilities of the Public Information and Communications Consultant, for both the GEOBUILD project and wider sustainable energy programme , will be to, *inter alia*:

1. Conduct market research (qualitative and quantitative) to secure baseline data regarding the opinion of stakeholders, to identify key strengths and critical gaps of community

engagement, and to have the necessary information to prepare the regional and national GE communications plan.

2. Conduct regular media monitoring and prepare monthly media monitoring reports; coordinate media response strategy and execute activities as needed, including but not limited to, crafting messaging and talking points and overseeing spokesperson preparation.
3. Craft regional and national GE communication plans with key messages, alignment with funding agencies, mechanisms for Consensus Building and coordination with regional actors.
4. Coordinate the implementation of the regional and national GE communications activities identified and approved in the plan.
5. Oversee and carryout the design, production, distribution and dissemination of communications material and knowledge products associated with the implementation of GE activities undertaken.
6. Coordinate the publication and or distribution of information of knowledge products (newsletters, brochures, press releases and other public awareness materials) through traditional and non-traditional channels (online/virtual, social media platforms) associated with the promotion of the goals of the project and in support of the various activities undertaken.
7. Lead in developing compelling, newsworthy, politically sensitive articles, feature stories, press releases, statements, opinion pieces and multi-media content.
8. Create messaging; review and edit content of communications materials to ensure content meets established communications standards and guidelines before publication.
9. Work closely with the Webmaster/Digital Marketing Specialist and Graphic Artist to design and create content for the Webpage, email marketing and or social media.
10. Establish, develop, and maintain a working relationship with the local communities, national and regional agencies of the OECS, and the media, to ensure effective communication and public awareness associated with the various aspects of the implementation of the relevant programmes.

11. Support relevant projects and programmes in areas related to capacity building at national and regional levels to ensure effective implementation of project activities, particularly as it relates to the preparation of materials for workshops and training exercises etc.
12. Coordinate press briefings and organize media conferences.
13. Lead in the planning and delivery of engagement events such as media sensitization sessions, exhibitions, school campaigns, demonstrations.
14. Capture content for documentation of lessons, best practices, case studies and legacy, including supporting the facilitation of dialogue with and among stakeholders.
15. Support the regular monitoring and evaluation of activities related to project. Provide progress reports, projections and analytics, as required, and contribute to the development of periodic work plans and reports.
16. Perform other related duties as may be required by the Programme Director for Sustainable Energy and the Head of the Communications Unit.

#### **4. KEY DELIVERABLES**

##### **Phase 1: Design Phase**

- Instrument for baseline GE survey
- Public opinion research
- Implementation plan
- Regional and National GE public information and dissemination strategy

##### **Phase 2: Implementation Phase**

- Regional and National GE public information and dissemination plan
- Specific assignments/deliverables for individual countries will be defined by the individual strategies
- Quarterly Reports
- Monthly reports (or as otherwise agreed)

*General Deliverables (as agreed with plans/strategies regionally and locally or nationally)*

- Monitor regional and national media and be reactive and responsive to communication needs based on global/regional/national narratives.
- Public GE education workshops, consultations, and discussions

- Website Content for GE Information purposes
- Updating of OECS Social media pages/accounts for GE
- Public GE consultations
- GE Press briefings and news conference
- GE Promotional, education and information materials in print and electronic media
- GE -Related Radio and TV ads/Public Service Announcements and jingles
- Project tagline & logo
- Periodic reporting on an agreed schedule

### **Phase 3: Monitoring, Reporting and Evaluation**

- Project Completion Report
- Briefings

## **5. EXPERIENCE AND KNOWLEDGE**

- Bachelor's degree or higher in Public Relations, Marketing, or a related field of study.
- At least five (5) years relevant experience and familiarity with relevant stakeholders and knowledge of context of the Eastern Caribbean.
- At least five (5) years' experience in researching and analyzing trends in media, social media and web technologies.
- Proven ability to develop and successfully implement communications strategies.
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including the ability to present concepts.
- Ability to grasp complex development and advocacy issues and to engage with (and contribute to) campaign strategies and maintain a good understanding of the political nuances associated with effective messaging.
- Strong knowledge and understanding of the media including current trends in digital media/social media and technologies influencing earned media.
- Competence in multimedia content creation including digital photography, videography, graphics, or desktop publishing is an asset.

- Outstanding interpersonal skills, including ability to work effectively in a team environment.
- Ability to work under pressure in a fast-paced environment with tight, sometimes conflicting deadlines.
- Ability to coordinate and direct media events and other visibility campaigns at various levels and a variety of mediums.
- Oral communication skills in French, Creole and other Eastern Caribbean dialects would be valued.

**Please include a copy of the relevant certification and supporting documents in your Expression of Interest.**

## **6. COMPETENCIES**

- Drive with Purpose and Vision - 3
- Create an Environment of Trust -3
- Build Effective Teams - 3
- Ensure Accountability -3
- Demonstrate Decision Quality -3
- Communicate Effectively – 3

## **TERMS OF APPOINTMENT**

### **JOB LOCATION**

The OECS Commission is headquartered in Castries, Saint Lucia. The position of Public Information and Communication Consultant is stationed at the OECS Commission headquarters.

The position is for a 2-year period with the possibility of extension. Salary will be commensurate with qualifications and experience.

Applicants shall be eligible to participate if:

- (a) the persons are citizens or bona fide residents of an eligible country; and
- (b) in all cases, the consultant has no arrangement and undertakes not to make any arrangements, whereby any substantial part of the net profits or other tangible benefits

of the contract will accrue or be paid to a person not a citizen or bona fide resident of an eligible country.

Eligible countries are member countries of CDB and countries eligible for procurement under Inter-American Development Bank (IDB) and European Union (EU) funded projects, which are not member countries of CDB<sup>1</sup>.

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<sup>1</sup> Countries eligible for procurement under IDB financed projects are member countries of IDB. Eligible countries under EU financed projects can be viewed in Part II of [Annex A2a](#) of the EU's Procurement Procedures and Practical Guide.