

D5 - Te Tarai Vaka Cook Islands

Terms of Reference: THE NATIONAL DESIGNATED AUTHORITY (NDA) COMMUNICATION CONSULTANT FOR THE COOK ISLANDS READINESS PROGRAMME UNDER THE GREEN CLIMATE FUND (GCF)

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Prepared by: Office of the Prime Minister and Ministry of Finance and Economic
Management

About this document

This document specifies the terms of reference for the Cook Islands National Designated Authority (NDA) Communication Consultant for The Cook Islands Readiness Programme under the Green Climate Fund (GCF)

Background & Objective

The Green Climate Fund (GCF) is a global initiative to respond to climate change through financing and investing into low-emission (mitigation) and climate-resilient (adaptation) development. The Office of the Prime Minister's Climate Change Cook Islands (CCCI) Division is responsible for the engagement and coordination of national projects and capacity building initiatives supported by the Green Climate Fund (GCF).

The Division has worked with the GCF since 2014 as the focal point, referred to as the National Designated Authority (NDA), to develop and implement the country's first readiness support programme in 2016 to strengthen its capacity and understanding of the GCF's operations, develop GCF products specifically for the national level, and have collaborated with the Ministry of Finance and Economic Management (MFEM) to consult and raise awareness of the GCF amongst stakeholders. In 2017 CCCI and MFEM will continue its engagement with the GCF focussing on climate change priorities aligned to national policies.

The Main objective of this position is to develop a communications strategy for Climate Change Cook Islands (CCCI) that communicates the GCF activities in assisting the preparation and development of the Cook Islands Country Programme. The position will also contribute to communication and outreach activities on climate change matters.

Timeframe and Report

1. Under the direct supervision of the Director of Climate Change Cook Islands, the consultant will work closely with the GCF NDA Consultant, GCF Policy Consultant and the Development Coordination Division, MFEM. The position will also work closely with CCCI staff.

Scope of Work:

The Communication Consultant duties will include, amongst others;

- Design, formulate and lead the development of the Cook Islands GCF Communication strategy
- Lead and coordinate the implementation of the communication strategy
- Promote the national GCF activities and the work of CCCI through media and online dissemination (press releases, webpage, Social Media, Television, articles, newsletters, video documentaries and e documents - fact sheets, brochures and other materials).
- Update Social Media and the website ensuring there are regular stories released as Cook Islands GCF and Climate Change events occur.
- Develop adverts and TV notices for community/stakeholder meetings/workshops
- Consult and meet with stakeholders and beneficiaries to ensure their views are captured in outreach activities to develop the Cook Islands Country Programme
- Assist in all consultation stakeholder meetings, workshops and seminars held by the GCF Team
- Advise and support Climate Change Cook Islands publicity/outreach activities, knowledge sharing events and promotional opportunities
- Contribute to and support the work of CCCI through communications and outreach activities
- Identify new and creative ways to enhance visibility and outreach of the GCF and other work of CCCI at the national and local levels
- Contribute to reporting requirements for the project
- Monitor and evaluate communication results

Expected deliverables

The communications consultant is expected to deliver the following key outputs below and in the output table attached before the end of the assignment:

- Develop an approved communication strategy
- Media, articles and online materials
- Annual reports that monitor and evaluate results
- Knowledge sharing and lesson learned documents
- Quarterly progress reports provided and one completion report provided and the end of contract

Expected Competencies

It is expected that the candidate will have the following key competencies:

- An undergraduate degree in communications or in lieu of a relevant degree with experience in communication.
- Experience in the usage of media technology, social media for public information, and good knowledge and experience in handling of web-based management systems
- Ability to produce a wide range of communication products including infographics, videos, layouts for both web and print
- Experience in public relations and communications
- Knowledge in graphic design and publishing
- Excellent oral and written command of the English language and good knowledge of Cook Islands Maori
- Excellent analytical skills
- Excellent team-building and interpersonal skills

OUTPUT TABLE

No.	Tasks	Outputs	Due date
1	Design, formulate and lead the development of the Cook Islands GCF Communication strategy This should include stakeholder and GCF team involvement	Communications Strategy	March 2018
2	Lead and coordinate the implementation of the communication strategy, review it accordingly to keep up to date.	Current and update date communications strategy	
3	Promote the national GCF activities and the work of CCCI through media and online dissemination (press releases, webpage, Social Media, Television, articles, newsletters, video documentaries and e documents - fact sheets, brochures and other materials).	Media releases via: press releases, webpage, Social Media, Television, articles, newsletters, video documentaries and e documents - fact sheets, brochures and other materials	
4	Update Social Media and the website ensuring there are regular stories released as Cook Islands GCF and Climate Change events occur.	Facebook page with regular updates and posts Website page with regular updates and news	
5	Consult and meet with stakeholders and beneficiaries to ensure their views are captured in outreach activities to develop the Cook Islands Country Programme	Stakeholder views encompassed and reflected in the country programme document.	
6	Assist in all consultation stakeholder meetings, workshops and seminars held by the GCF Team Develop adverts and TV notices for community/stakeholder meetings/workshops	Well represented stakeholder meetings and workshops (reflective of gender balance and community) TV and media adverts for each stakeholder meeting/workshop	
7	Advise and support Climate Change Cook Islands publicity/outreach activities, knowledge sharing events and promotional opportunities Contribute to and support the work of CCCI through communications and outreach activities	Climate Change Cook Islands social media kept up to date	

No.	Tasks	Outputs	Due date
8	Identify new and creative ways to enhance visibility and outreach of the GCF and other work of CCCI at the national and local levels	Innovate ways to outreach and promote GCF and CCCI	
9	Contribute to reporting requirements for the project Monitor and evaluate communication results	Quarterly reports provided on communications and awareness - Reflective of communication results and reporting requirements of overall project	
10	Provide a Completion Report	Completion Report provided at end of Contract	