

**National Environment & Planning Agency**

**Integrated Management of the Yallahs and Hope River Watershed Management  
Areas Project**

**Terms of Reference: Communication Specialist**

**Prepared by:**

**National Environment & Planning Agency**

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## TERMS OF REFERENCE FOR COMMUNICATION SPECIALIST

### 1.0 BACKGROUND

- 1.1** The Government of Jamaica (GOJ) with the support of the Inter-American Development Bank (IDB) is executing the “Integrated Management of the Yallahs and Hope River Watershed Management Areas” project. The project will be financed with resources from the Global Environment Facility (GEF) and the Government of Jamaica. The executing entity is the National Environment and Planning Agency (NEPA).
- 1.2** The project agreement was signed on October 1, 2014, (the Non-reimbursable Financing Agreement GRT/FM-14607-JA) herein referred to as “the Agreement”. This Agreement was signed between Jamaica and the Inter-American Development Bank (IDB), in the capacity as the Administrator of the Global Environment Facility Fund (GEF) grants for this project.

#### **Project Sites and Importance**

- 1.3** The project is being implemented within the Yallahs and Hope River Watershed Management Units (WMUs). The Yallahs River and Hope River WMUs are adjoining hydrologic basins on the southern slopes of the Blue Mountain range and east of the capital city of Kingston (population 667,000). Together, these WMUs extend for 44,486 ha and supply 37% of Kingston’s water. The Yallahs River also recharges the aquifers and provides irrigation water for farmers in the rural Yallahs Valley. This water is vital for the livelihoods of the farmers because the competitiveness of agriculture in the Yallahs watershed is affected by water supply which is mainly rain-fed and limited. The area contains 7% of the island's farmland and has more poor households (29%) than the national average (19%). The Forestry Department (FD) estimates that flood-prone areas make up 8% of the area of the WMUs, 49% is prone to landslides while 65% of the two WMUs are subject to soil erosion due to the steep slopes and poor land use and agricultural practices. Approximately 10% of the forest in the Blue and John Crow Mountains National Park is located on the upper slopes of these two watersheds.
- 1.4** The Blue and John Crow Mountains ranges are found in eastern Jamaica, covering an area of nearly 52,000ha of primary Broadleaf forest in remote areas and higher altitudes, with increasing disturbed forested coverage as one descends the mountains. Numerous rivers flow from these ranges, and they also contain very high levels of endemism in most taxa of flora and fauna. The area is also known for its value as a transit destination for seasonal migrant birds from North America. This unique combination of flora and fauna is why the ranges are declared as Forest Reserves and a National Park (Blue and John Crow Mountains National Park), are

one of the WWF Global 200 Ecoregions, and has been designated as a World Heritage Site.

- 1.5** The mountains provide water for domestic, agricultural and industrial uses to 40% of Jamaica's population. Rainfall ranges from over 7,000mm per annum on the northern slopes, to less than 1,200 mm on the lower southern slopes. High intensity rainfall in the upper watersheds contributes to soil erosion, and landslides and debris flows are common.
- 1.6** Threats to biodiversity and watershed integrity in the Blue Mountain include subsistence and commercial agriculture, extraction of timber and fuelwood, mining and quarrying, and the clearing of land for housing. The major effect of human activity in the upper reaches of the watershed management units are deforestation and degradation of high-biodiversity habitats and increased vulnerability of rare and endemic species to invasive alien species. It has also contributed to reduced water available from surface and underground sources, increased soil erosion, and debris flows. Increased sediment load and the excessive use of agricultural chemicals in the watersheds reduces the quality and quantity of water available for domestic use and results in higher levels of sediment and pollutants entering the Caribbean Sea and the Palisades-Port Royal Protected Area, damaging marine and coastal biodiversity.
- 1.7** Although reducing deforestation and restoring forests are priorities for the GoJ, the primary weaknesses and threats to natural resources within watersheds have not been tackled.

### **Project Objectives and Components**

- 1.8** The objective of the Project is to improve the conservation and management of biodiversity and the provision of ecosystem services in the Yallahs River and Hope River watershed management units.
- 1.9** The project will achieve its objective through incremental activities under three components: i) strengthening institutions and building capacity for integrating biodiversity into watershed management, ii) creating economic and financial mechanisms to support sustainable biodiversity and watershed management and iii) implementing sustainable livelihoods, agriculture and forestry in watershed communities. Since implementation capacity is limited, it is prudent that the project focus on only a few sites to concentrate efforts and resources and maximize the chances of success.

### **Partnership for Project Implementation**

- 1.10** The NEPA will be responsible for the overall coordination and management of the Project. The project is being implemented collaboratively with the Water Resources Authority (WRA), National Water Commission (NWC), Meteorological Service of Jamaica (Met Service), Jamaica Conservation and Development Trust

(JCDT), Forestry Department, the Rural Agricultural Development Authority (RADA) other local authorities and community stakeholders.

## **2.0 PURPOSE AND SCOPE OF WORK FOR THIS CONSULTANCY**

**2.1** The success of this project hinges on its ability to implement the planned environmental interventions coupled with the ability to bring about positive social changes in stakeholders' behavior towards the environment and the long term adoption of best practices for environmental stewardship. Carefully crafted communication strategy and public awareness campaigns will be utilized to increase public awareness and support the implementation of the overall programme particularly the Payment for Ecosystem Services System. The Communications Specialist will work independently and collaboratively to achieve the communication objectives of the project.

- 2.1.1** The consultant will position the project objectives and activities through national and targeted communication activities,
- 2.1.2** Design appropriate messages
- 2.1.3** Build awareness and understandings of project activities and achievements
- 2.1.4** Build collaborative arrangements and national and local buy in to the project
- 2.1.5** Design communications and policy dialogue tools and arrange forum to discussions and sharing.
- 2.1.6** Facilitate sustainability of project outputs and strategy as well as pilot mechanisms and initiatives.

### **Specific Duties:**

**2.2 Under the overall supervision and direction of the Project Coordinator, the Communication Specialist shall carry out the following specific duties:**

#### **2.2.1 Public Education and Awareness**

- i. Revise and update the Communication Strategy for the Project in keeping with the principles and standards for development communication and utilizing the participatory methodology.
- ii. Responsible to ensure the execution and completion of the Knowledge, Attitudes, Practices and Behaviours (KAPB) study of the Project, in keeping with the ToR and coordinate the technical reviews and feedback to the consultants.
- iii. Use the results of the baseline KAPB study to revise and implement the Integrated Communications Plan annually for the Project and develop

- programmes to foster behavioural changes in targeted areas in collaboration with Project partners according to development communication standards.
- iv. Develop and implement a robust and effective Social Marketing Campaign targeting watershed issues in Yallahs River and Hope River WMUs using the results of the KAPB Study and in close collaboration with Project Partners (FD, RADA, Social Development Commission (SDC), JCDT, Environmental Foundation of Jamaica (EFJ), NWC and WRA).
    - a) Work closely with relevant stakeholders and partners to ensure involvement in designing, testing and executing the communication strategies during the life of the project.
    - b) Develop innovative communication tools and approaches to deliver the highest quality results.
    - c) Develop appropriate messages for all education and awareness campaigns.
    - d) Ensure the development of printed material such as posters, brochures and fact sheets by a Graphic Artist in support of the Social Marketing Campaign and any other public education and awareness activity being undertaken by the Project and its partners.
    - e) Conduct the development of awareness raising through various media such as print ads, radio public service announcements (PSAs) and television broadcasts amongst others.
  - v. Create targeted and national awareness campaigns and follow through to execution in concert with key internal and external stakeholders.
  - vi. Conduct stakeholder analysis assessments and design a communications stakeholder strategy to support effective communication design and execution.
  - vii. Utilize innovative and cutting edge technology and mechanisms to carry out the programme of work at the highest standard.
  - viii. Craft a monitoring and evaluation plan for the communication strategy to ensure reach of messages and their effectiveness. Conduct regular monitoring of communication activities of pre and post evaluation for major communication initiatives. Conduct a quarterly assessment and provide a report to be used to apply adaptive management strategies.

### **2.2.2 Communications and Advocacy**

- i. Design a community driven communication drive to build local knowledge, understanding and collaboration for targeted programmes.
- ii. Promote a better understanding of, respect and support for the importance of watersheds and watershed management issues by carrying out media, information and education activities in support of improved watershed management in the Yallahs River-Hope River WMUs and by extension the country.

- iii. Develop and implement an advocacy programme for the project to promote environmental awareness of watershed management issues particularly among, teacher, students and community based organizations.
- iv. Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats (Press releases, feature stories etc). Ensure or enhance the quality, appropriateness of project specific communication materials, activities, processes and messages transmitted to the press, partners and public.
- v. Ensure rapid and accurate information dissemination to the media, National Committees, NGOs, the field and other appropriate audiences.
- vi. Prepare impactful articles and photo stories on a quarterly basis or more frequently if needed, on the successes of the project, or any main project achievements for distribution to stakeholders and publishing in print media and posting on NEPA's and any other consenting project partners' website.
- vii. Prepare bi-monthly blogs on the work of the project and coordinate the posting on the websites of the JIS, NEPA and other consenting project partners.
- viii. Create and maintain the Agency's presence on social media by preparing weekly social media posts to promote the work of the project on NEPA's and other consenting Project partners' social media platforms.
- ix. Create and maintain the project's presence in print, radio and television by initiating interviews to promote the Project activities and achievements. This is to be achieved by aligning the overarching programme to national development issues relating to water and food security; lowering carbon footprint through sustainable agriculture and increased forest cover and biodiversity.
- x. Prepare monthly, quarterly, annual and other periodic reports on the implementation of the communication strategy as required by the Project Manager and the Projects Branch.
- xi. Prepare an annual communications report and magazine for the project.
- xii. In close consultation with NEPA's PECC Branch ensure the processing of all external Public Relations related engagements (requests for information, interviews, etc.) on behalf of the project.
- xiii. Collaborate with mass media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- xiv. Create a road map and dashboard for all communication and public awareness activities.

### **2.2.3 Events Coordination**

- i. Plan and execute the Yallahs and Hope River Watershed Project's external events and logistics related to community meetings, environmental expositions, symposiums etc. This includes management and coordination of

- photography and videography of project activities.
- ii. Utilize the community theatre and community animation and various participatory methodologies to deliver messages about the project and the relationships to international and national days of environmental significance.
  - iii. Plan, organize and execute at least two (2) policy symposia to raise awareness of broader watershed management issues and the relationship or contribution to individual livelihood and national development.
  - iv. Collaborate with NEPA's PECCB to ensure the coverage of project activities by electronic and print media houses, through outside broadcast and on air interviews.
  - v. Perform any other related duties applicable to such portfolio or assigned by the Project Manager

### **3.0 COMMUNICATION SPECIALIST'S OUTPUTS**

The Communication Specialist will have direct responsibility for the following deliverables:

#### **Public Education and Awareness**

- i. Revised Communication Strategy using the results of the baseline KAPB Study.
- ii. Annual Communication Plan.
- iii. Annual Social Marketing Campaign and associated communication tools.
- iv. Stakeholder communication strategy including stakeholder analysis assessment.
- v. Targeted and national awareness campaign to foster behaviour change.
- vi. Quarterly articles and photo stories prepared and published through agreed media.
- vii. Bi-monthly blogs prepared and posted on agreed websites.
- viii. Weekly social media posts on Agency's social media platforms
- ix. Monitoring and evaluation plan and quarterly reports.

#### **Communication and Advocacy**

- i. Community driven communication programme
- ii. Watershed management advocacy programme geared towards teachers, students and CBOs
- iii. Project presence in print, radio and television media.
- iv. Press releases and advisories in accordance with communications needs of the project.
- v. Monthly, quarterly and annual reports on implementation of Communications Strategy using agreed templates.
- vi. Annual communication report and magazine on project achievements.
- vii. Responses to requests for public relation engagements (requests for information, interviews etc.) from external stakeholders for the project.
- viii. Interactive sessions (think tanks, media tours and other direct engagements) with media practitioners.
- ix. Roadmap and dashboard for awareness and communication activities.

#### **Events Coordination**

- i. External project events.
- ii. Watershed management messages delivered using community theatre and animation methodologies.
- iii. At least three symposia (1 each year) delivered to raise awareness on broader watershed management issues.
- iv. Coverage of project activities through outside broadcast and on air interviews.

### 3.1 Deliverables Schedule

No.	Deliverables	2018	2019
1.	Revised Communication Strategy using the results of the baseline KAPB Study.		
2.	Annual Communication Plan.		
3.	Annual Social Marketing Campaign and associated communication tools.		
4.	Stakeholder communication strategy including stakeholder analysis assessment.		
5.	Targeted and national awareness campaign to foster behaviour change.		
6.	Quarterly articles and photo stories prepared and published through agreed media.		
7.	Bi-monthly blogs prepared and posted on agreed websites.		
8.	Weekly social media posts on Agency’s social media platforms		
9.	Monitoring and evaluation plan and quarterly reports.		
10.	Community driven communication programme		
11.	Watershed management advocacy programme geared towards teachers, students and CBOs		
12.	Project presence in print, radio and television media.		
13.	Press releases and advisories in accordance with communications needs of the project.		
14.	Monthly, quarterly and annual reports on implementation of Communications Strategy using agreed templates.		
15.	Annual communication report and magazine on project achievements.		
16.	Responses to requests for public relation engagements (requests for information, interviews etc.) from external stakeholders for the project.		
17.	Interactive sessions (think tanks, media tours and other direct engagements) with media practitioners.		
18.	Roadmap and dashboard for awareness and communication activities.		
19.	External project events.		
20.	Watershed management messages delivered using community theatre and animation methodologies.		



No.	Deliverables	2018	2019
21.	At least three symposia (1 each year) delivered to raise awareness on broader watershed management issues.		
22.	Coverage of project activities through outside broadcast and on air interviews.		

The schedule of deliverables will be reviewed and updated on a semi-annual basis. Following each revision a detailed schedule will developed for each semester. The detailed schedule for the first semester is attached as Appendix 1.

#### 4.0 CHARACTERISTICS OF ENGAGEMENT

- Language of delivery:** English
- Type of Contract:** Independent Consultant
- Duration of Engagement:** Eleven (11) Months.
- Dates of Engagement:** November 2018 – October 2019
- Level of Effort:** A minimum of 200 man days per year
- NEPA’s Support:** NEPA will provide office space, computer and office equipment, field equipment, and project documentation.
- Appraisal:** The consultant will be appraised semi-annually.

#### 5.0 QUALIFICATIONS AND EXPERIENCE

##### a. Education

- i. First degree in Communications, Journalism or Public Relations with working understanding of environmental issues
- ii. Training in community animation

##### b. Work Experience

- i. At least 3 years demonstrated experience in a similar position;
- ii. Experience in consultations, community participation and outreach;
- iii. Working knowledge of Jamaican biodiversity conservation challenges and opportunities
- iv. Community animation, working with participatory tools and methodologies

##### c. Key Competencies

- i. Excellent writing and oral communication skills in English;
- ii. Ability to work independently and as a member of a team;

- iii. Ability to meet deadlines, prioritize multiple tasks and have a drive for delivering results by applying technical expertise;
- iv. Ability to persuade and influence target audiences;
- v. The candidate should be highly motivated and capable of relating and networking with a wide variety of persons from government agencies, NGOs, and community based organizations;
- vi. Integrity in execution of and commitment to completion of assigned responsibilities; and
- vii. Demonstrated ability to formulate strategies and concepts

## **6.0 MANAGEMENT RESPONSIBILITY AND STANDARDS**

The Communication Specialist will report to the Project Manager of the Yallahs and Hope Rivers Watershed Project and receive technical guidance from the Manager of NEPA's Public Education and Corporate Communications Branch.

## **7.0 PAYMENT ARRANGEMENTS**

7.1 The Consultant will submit monthly invoices to the Client upon submission of the reports/deliverables as outlined in the Terms of Reference. The invoices from the Consultant or queries concerning invoice (s) and payment should be directed to the Project Manager of the Yallahs and Hope Rivers Watershed Project, National Environment and Planning Agency, 10 Caledonia Avenue, Kingston 5.

7.1.1 Payment will be made on the last working day of each calendar month. The invoices and deliverables should be submitted 5 working days prior.

7.1.2 Payments will be deposited directly to the Consultant's bank account using information provided.

7.2 Invoices should indicate the following information:

7.2.1 Consultant's name, address, telephone number and email address;

7.2.2 Period/Deliverables for which invoice is being submitted;

7.2.3 Payment instructions, i.e. to whom the cheque should be made payable;

7.2.4 Consultant's signature

7.3 Without prejudice to any other provision, all payments due and owing to the Consultant shall be in Jamaican dollars.

7.4 Upon the satisfactory approval by the Client of deliverables prepared and submitted as outlined in the Terms of Reference and the submission of an invoice, the Client hereby agrees to pay to the Consultant all sums due within five (5) business days after approval of payment.

## 7.5 Withholding Tax

7.5.1 The Client will deduct 3% of the amount payable to the Consultant as Withholding Tax and remit to Tax Administration Jamaica on behalf of the Consultant. The Tax will be withheld unless the Consultant submits to the Client an exemption certificate issued by Tax Administration Jamaica.

7.6 The Consultant shall present to the Client, at the time of signing of this Amendment, a valid **Tax Compliance Letter (TCL)**

## 8.0 TERMINATION OF SERVICE

This agreement may be terminated before the expiry date by either side giving **thirty (30) days'** notice in writing. The Client in its sole discretion and for any reason whatsoever may terminate this agreement immediately, with payment in keeping with Clause 8.2.

### 8.1 Termination for Breach

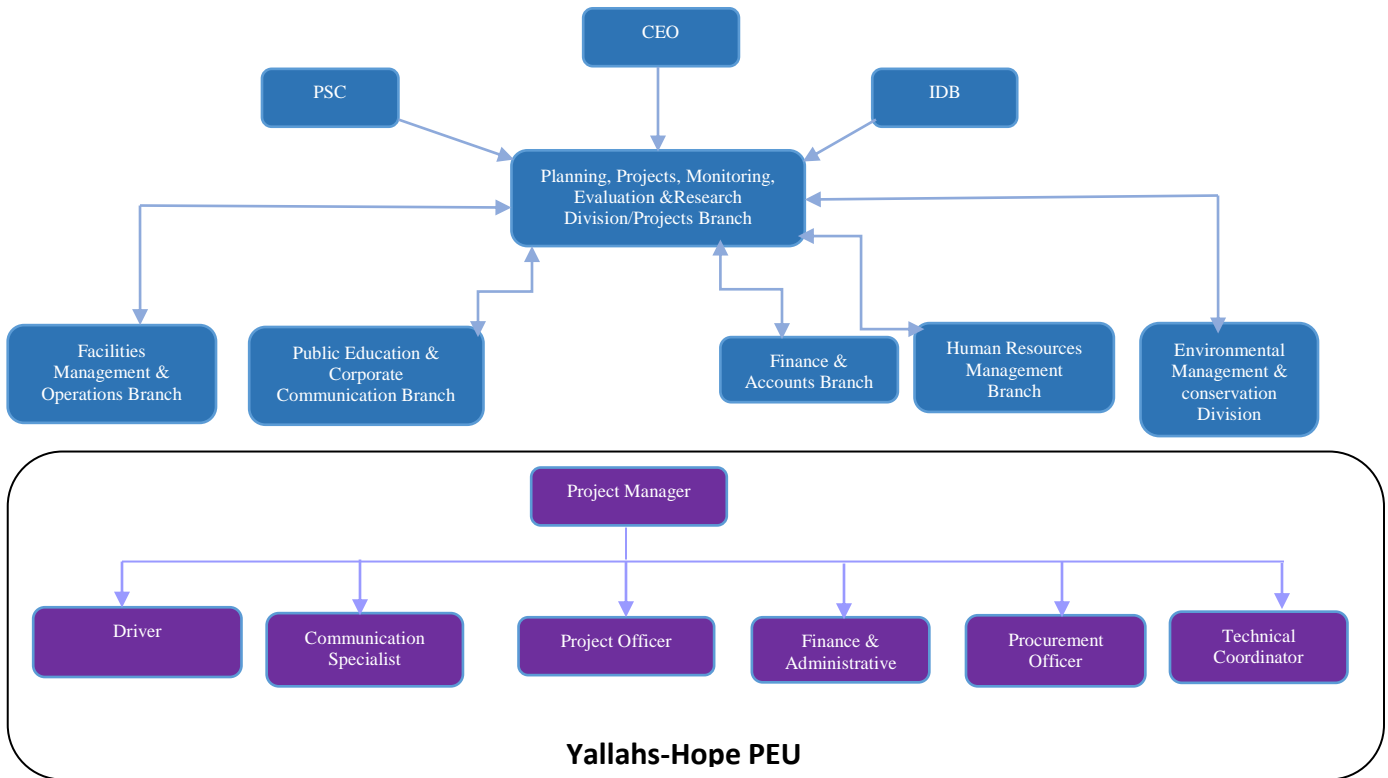
If the Consultant shall be guilty of any serious misconduct or any serious breach or non-observance of any of the Conditions of this Contract or shall neglect or fail or refuse to carry out the duties assigned to her under it, the Client shall be entitled to terminate this Contract without notice and without any payment in lieu of notice.

### 8.2 Termination Consequence

In the event that the Contract is terminated, the Client shall be liable for services rendered less any sums owed by the Consultant to the Client in respect of any breach of this Contract.

8.2.1 The parties shall be entitled to exercise any one or more of the rights and remedies provided for in this contract

### 9.0 INSTITUTIONAL AND OPERATIONAL ARRANGEMENTS



10.0 ELIGIBILITY AND INTEGRITY CERTIFICATION

ELIGIBILITY AND INTEGRITY CERTIFICATION

(APPLICABLE TO INDIVIDUAL CONSULTANTS' CONTRACTS – POLICIES FOR THE SELECTION AND CONTRACTING OF CONSULTANTS FINANCED BY INTER-AMERICAN DEVELOPMENT BANK) (MUST INTEGRATE THE RESPECTIVE CONSULTING SERVICES AGREEMENT AS AN ANNEX)

In order to comply with the ELIGIBILITY and INTEGRITY REQUIREMENTS for my contracting, by the Inter-American Development Bank (hereinafter the Bank), as an international or national consultant in connection with a project (or program) financed by the Bank, I HEREBY CERTIFY THAT:

- 1) I am a citizen or a "bona fide" permanent resident of the following Bank member country:
2) I will hold only one full-time contract financed with Bank resources at any given time and should I hold more than one part-time contract financed with Bank resources at any given time, I will only charge a single project or program for the tasks I carry out in any given day.
3) If I was part of the Bank's staff within two years prior to the execution of this consulting services contract, I have not participated directly and principally in the operation to which this contract relates.
4) I will provide objective and impartial advice, and I confirm that I have no conflicts of interest in accepting this contract.
5) I have no working or family relationship with any member of of the Borrower, Executing Agency, Contracting Agency or, in the case of a Technical Cooperation, the Project Beneficiary management or staff who may have been directly or indirectly involved in the: (i) preparation of Terms of reference (TOR) of this contract, (ii) the selection process or the supervision of this contract.
6) If I am a government official or public servant I hereby declare that: (i) I am on leave without pay during the execution period of this contract, (ii) I have not worked for the Borrower, Executing Agency, Contracting Agency or, in the case of a Technical Cooperation, the Beneficiary for the period of (expressly specify the period) (days, months...) prior to such leave, and (iii) my hiring does not result in a conflict of interest as indicated in paragraph 1.9 of the Bank's Consultants Policy.
7) I will uphold the highest ethical standards, and will not incur in any of the Prohibited Practices set forth in the Bank's Consultants Policy, whose definition I hereby acknowledge. Moreover, I hereby declare that I have not been considered ineligible to participate in any contract financed by another international financial institution with whom the Bank has entered into agreements for the mutual recognition of sanctions (cross disbarment). Should the Bank determine, in accordance with its sanctions procedures, that I have engaged in any Prohibited Practice during the selection process or during the execution of this contract, the Bank may adopt one or more of the following measures:
(a) Issue a warning;
(b) Inform the Borrower, Executing Agency Contracting Agency or, in the case of a Technical Cooperation, the Beneficiary and/or the t authorities responsible for enforcing the laws in the respective country, about the conclusions reached by the Bank as a result of its internal procedures in order to enable them to take the appropriate action;
(c) Object to my contract, and
(d) Consider me ineligible, either temporarily or permanently, to be contracted or subcontracted by an eligible third party if my fees will be financed with Bank resources or with funds administered by the Bank.

I UNDERSTAND THAT ANY FALSE OR MISLEADING INFORMATION I MAY HAVE PROVIDED IN CONNECTION WITH THIS CERTIFICATION OR IN CONNECTION WITH THE BANK'S POLICIES WILL RENDER THIS AGREEMENT NULL AND VOID, WILL ENTITLE THE BANK TO ADOPT THE MEASURES IT DEEMS PERTINENT IN ACCORDANCE WITH ITS POLICIES AND REGULATIONS, INCLUDING SANCTIONS AND WILL NOT ENTITLEME TO ANY INDEMNIFICATION OR TO ANY OTHER FORM OF COMPENSATION.

SIGNATURE: NAME: DATE: