

TOR: Short term consultancy on the Communications Strategy for WWF Caucasus and its country offices (WWF Az and WWF Am)

## 1. Background

WWF Caucasus Programme Office (WWF CauPO) is the leading international conservation organization in the South Caucasus. WWF has been working to protect nature in Caucasus for a quarter of a century. In partnership with the governments of the region and international donors, by active participation of local communities, it has succeeded in strengthening and expanding the network of protected areas and restoration of forest landscapes in Armenia, Georgia and Azerbaijan secured the conservation of threatened animal species such as the Caucasian leopard and Goitered gazelle.

WWF offices in Georgia, Armenia and Azerbaijan are operating as part of the same WWF Caucasus programme but with autonomy that ensures a good cooperation with national stakeholders and satisfying the legal requirements of each country.

## 2. The objective of assignment

Review of existing practices in the network and office and adapting them for WWF CauPO

- Identification of target groups/stakeholders,
- Identification of the communication objective for each targeted audience
- Create key program messages based on accomplishments and evidence
- Identification of main communication channels and strategies to reach the different target audiences
- Identification of the communication products and activities tailored to each audience, building on already produced international communication material when possible, for each target audience.
- Required capacity to implement the proposed strategy
- Activity plan

## 3. Scope of work

The objective of this assignment is to develop a communication strategy aimed to increase awareness and knowledge on WWF Caucasus and its operation in the region; to prepare a one-year detailed work plan and detailed budget for implementation of the one-year work plan;

The Consultant will be responsible for verifying the scope of the services indicated and for proposing their expansion, reduction or modification as and when the Consultant deems necessary in accordance with professional experience and the knowledge obtained during project implementation.

All the outputs of the consultants work must comply with the procedures and other requirements of WWF.

#### 4. Time schedule and reporting

Planned time schedule is three calendar months for the above scope of work in 2017. The estimated time input is 20 workdays.

The consultant reports to the Director under the overall supervision of the WWF CauPO. He/she coordinates his/her activities with other members of the WWF and consulting team.

#### 5. Reporting

The consultant will produce the following deliverables:

1. Main report (max. 50 pages + attachments)
2. Strategy
3. ToR for Communications Officer staff
4. Training workshop for the WWF Communications team

#### 6. Requirements

The assignment will be performed by an expert with the following qualification:

- Advanced University degree in Communication, Marketing or related field;
- Extensive work experience and proven record in communications, marketing, advocacy, policy, campaigns, strategic management
- demonstrate prior experience in developing a communications strategy, ideally in the development context;
- Experience working in conservation, natural resource management, livelihoods and/or social development;
- Experience in cooperation with WWF;
- Proficiency in English
- Recent experience in South Caucasus region would be considered a significant advantage.