

CALL FOR APPLICATIONS – INDIVIDUAL EXPERT

Position: Knowledge Management and Communication Capacity Building Expert (**junior level, short term**)

Country or Region: Global

Duration: 100 person-days

Provisional start/end dates: April 24th, 2023 – December 20th, 2024

Project reference: 21DDU0C273

Project description:

Expertise France, the French technical cooperation agency, designs and implements projects that sustainably strengthen public policies in developing and emerging countries. Governance, security, climate, biodiversity, health, education. It operates in key areas of development and contributes alongside its partners to the implementation of the Sustainable Development Goals (SDGs). With an activity volume of 324 million euros, over 350 projects running in 100 countries and 78,118 days of expertise delivered in 2022, Expertise France provides partner countries with knowledge, skills and management expertise. Through its work, the agency promotes French and European development policy goals.

Expertise France is currently implementing the 2nd phase of Post-2020 Biodiversity Framework – EU support (“the project”), an EU-funded initiative with a focus on fostering ambitious commitments and prompt implementation of the Kunming-Montreal Global Biodiversity Framework (GBF) of the Convention on Biological Diversity (CBD). The project is being implemented over three years (2022-2024) and follows a similar intervention logic as its phase 1 (2018-2021), with a wide variety of activities – workshops, knowledge products, campaigns, partner relations – while shifting its focus to supporting key partners in leading the way to an effective implementation of the GBF. The project aims to (1) contribute to making the GBF’s main strategic components more operational by making best practice, knowledge and tools available to countries and other partners; and (2) foster ambitious commitments and actions by key stakeholders for an effective GBF implementation.

In relation to knowledge management, awareness-raising and communication, the project is aimed at contributing to two outcomes so that:

- (1) best cases and lessons learnt in national, regional and other implementation settings are shared and promoted among key target groups and domains;
- (2) awareness is increased on the GBF, its key targets and topics relevant for the project and the key transformative actions ensuring its implementation; and
- (3) stakeholder convergence and initiatives are increased on key issues and commitments, and coalitions have expanded to sectors beyond the current biodiversity community, and to other levels of governance.

Job description:

Expertise France is seeking to recruit a **Knowledge Management and Communication Capacity Building Expert (junior level)** to contribute to the implementation of the project's knowledge management, awareness-raising and communication strategy, executing the necessary steps to support project partners at the national and regional levels to maintain and expand the partner's audience and increase its exposure among the biodiversity community and beyond. His/her work will contribute to increment stakeholder convergence and agreements on key issues and commitments, and to expand strategic coalitions to stakeholders in sectors beyond the current biodiversity community and to other levels of governance and to increase awareness on the GBF and key transformative actions.

The Knowledge Management and Communication Capacity Building Expert will be expected to regularly contribute to updating the project's communication platforms ([website](#), social media accounts, newsletter) based on his/her experience and feedback from national and regional counterparts, to capacitate and support national and regional partners to deliver high-quality communication outputs (videos, invitations, 4-pagers, studies, toolboxes, etc.) and to promote the project's activities across key event platforms. Under the supervision of the Stakeholder Engagement and Partnerships Advisor, he/she will also be expected to support the partners at the national and regional levels to implement communications and awareness-raising strategies on the GBF and key transformative actions and contribute to the national and regional partner's visibility and communications. He/She will make sure that all the project partner's communications outputs and activities strictly fulfil the EU communication and visibility guidelines and remain closely articulated with Expertise France's communication strategy, under the supervision of the project Team Leader and the strategic and operational guidance and supervision of the Senior Stakeholder Engagement and Partnerships Advisor.

The Knowledge Management and Communication Capacity Building Expert will be expected to complete the following tasks:

- 1. Ensure that the partner's activities, especially those supported by the project, are visible and identified amongst other partners and across key events**
 - ✓ Support the Senior Stakeholder Engagement and Partnerships Advisor to establish, update and refine specific communication strategies for the project's at national and regional levels, in cooperation with the Knowledge Management and Capacity-Building Coordinator;
 - ✓ Under the supervision of the Senior Stakeholder Engagement and Partnerships Advisor, contribute to draft project's communication plans for events and coordinate their implementation with the project's team;
 - ✓ Undertake the necessary steps requested by the Senior Stakeholder Engagement and Partnerships Advisor to capacitate, support, promote and coordinate with key partners and strategic events' organizers communication counterparts.
- 2. Manage the project partners' outputs delivery process, with a view to reach the highest possible quality standard**
 - ✓ Capacitate and support project partners to implement the agreed communication strategy whenever settled, and communication plans for relevant events;
 - ✓ In line with the project's branding, support the knowledge products layout and formatting for activities with partners at the national, regional or international level, as well as other communication outputs (quote cards for social media, infographics, videos, visual supports, Trello board, etc.), under supervision by the Knowledge and Capacity-building Coordinator and the Senior Stakeholder Engagement and Partnerships Advisor;
 - ✓ Contribute in providing technical specifications for terms of reference for project partners who shall deliver products related to knowledge management and communication campaigns, in coordination with the Senior Stakeholder Engagement and Partnerships Advisor and the Team Leader as needed.

3. Increase the project partner's visibility by supporting the development of digital communication and social media representation

- ✓ Contribute to moderate and manage relevant project's social media activities on both Twitter and LinkedIn including a social media strategy in line with the overall communication strategy (other social media activation to be considered given resources), monitor and content-feed of its accounts, with the project's team support as relevant;
- ✓ Support the Senior Stakeholder Engagement and Partnerships Advisor and relevant team members for the update, run and promotion of the project's website through user-friendly and high quality information and content development on partner's activities;
- ✓ Contribute to visibility of knowledge products on the project's website and newsletters.

4. Team coordination

- ✓ Actively participate in the project's internal coordination (team and/or dedicated meetings, etc.) and contribute to producing and reviewing internal project partners' management and planning tools (technical steering, RACI, etc.) and reports, in coordination with the Team Leader and Project Manager;
- ✓ Perform other communication and visibility duties in support of project partners assigned by the Team Leader.

The assignment is expected to be structured depending on the project needs in interconnected phases of **three months each**.

For all of them, the Knowledge Management and Communication Capacity Building Expert will be expected to perform the duties described above and any other task as required under the direct management and supervision of the Senior Stakeholder Engagement and Partnerships Advisor and supervision of the Team Leader, who will validate the communication products. Additionally, the Knowledge Management and Communication Capacity Building Expert will work in close coordination with the Knowledge Management and Capacity-Building Coordinator and integrate his inputs into the proposed communication products.

Qualifications and skills:

- ✓ Postgraduate university degree in international relations, communication, public relations, journalism, translation, marketing, sociology, psychology, or equivalent areas.
- ✓ Excellent capacities in:
 - Communication;
 - Teamwork, co-creation and interpersonal skills;
 - Planning and organization;
 - Knowledge transfer;
 - Analysis and reporting;
 - Problem identification and solving.
- ✓ High proficiency in written and spoken English, and ideally in Spanish. Additional language proficiency is an asset (in particular French or Portuguese).
- ✓ Strong digital savviness and sound drafting skills for content development and updating.
- ✓ Reactive, self-starter, flexible and detail-oriented individual with a strong team spirit.

General and specific professional experience:

1. General professional experience

- ✓ At least 3 years of professional experience in institutional and/or project communication, preferably on environment and nature conservation agenda/topics, including as a community manager and/or communication junior expert;
- ✓ At least 3 years of professional experience working on communications-related topics involving both NGOs (or non-state actors) and national authorities;
- ✓ Prior experience of multilateral environmental agreement negotiations or similar international processes is an asset;
- ✓ Excellent command of online communication tools and awareness campaigns;
- ✓ Ability to use website running, video editing and publication editing tools and access to relevant software licenses (Adobe suite, especially InDesign, and video editing software);
- ✓ Knowledge of European projects and EU communication and visibility guidelines is an asset.

2. Specific professional experience

- ✓ Experience in supporting the monitoring and running of communication platforms, designing communication strategies and plans, and coordinating with multiple partners;
- ✓ Experience in public relations and external communication, dissemination campaigns and awareness-raising;
- ✓ Knowledge and understanding of the operational and communication processes within projects implemented by Expertise France is a strong asset.

Additional information:

Depending on the location of the Expert, this position may require regular on-site meetings at Expertise France's headquarters in Paris, and missions abroad including in Geneva, Switzerland and Kunming, China.

Required documents:

- ✓ CV;
- ✓ Technical proposal;
- ✓ Financial proposal.

Together with their CV, candidates must provide **full contact details of their registration or the company** which is to be contracted by Expertise France.

Contacts:

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Fees for the services will be negotiated with the selected candidate.