

CALL FOR APPLICATIONS – INDIVIDUAL EXPERT

Position: Graphic Design Expert - Support for strengthening partners' visibility at international conferences (short term)

Country or Region: Global

Duration: 35 person-days maximum

Provisional start/end dates: September 01st, 2024 – November 08th, 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, also known as The Biodiversity Plan) 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 **Graphic Design Expert** to **strengthen the project and its partners' visibility and presence at upcoming international conferences (at least the World Rangers Congress and CBD COP 16)**, contributing to the implementation of the project's awareness-raising strategy by creating graphic elements in line with the visual guidelines defined and approved by the EU, and ensuring the timely delivery of products designed for both events.

The Graphic Design Expert will be expected to provide graphic design and support for the World Rangers Congress and the EU Pavilion teams based on his/her experience, ensuring a permanent coordination with the Post-2020 and the EU DG INTPA teams.

Her/His work will more generally help to raise awareness of the GBF and key transformative actions needed to ensure its successful implementation.

He/She will make sure that all the project partner's communications outputs and activities strictly fulfil the EU communication and visibility guidelines, especially within the upcoming CBD COP 16, and remain closely articulated with Expertise France's communication strategy, under the supervision of the project Team Leader and the strategic and operational guidance of the Senior Stakeholder Engagement and Partnerships Advisor and the Awareness-raising Officer.

The Graphic Design Expert will be expected to complete the following tasks:

- **Graphic design support and creation in the run up to, during and after major international events:**
 - **The World Rangers Congress (WRC) – October 7-11th 2024**
 - ✓ Support the WRC organisers (GNF, NatureXpairs, IRF) in the creation and update of the various communication assets produced;
 - ✓ Provide the WRC team with the templates to allow further communication assets manipulation (programme, leaflets, save-the-dates, banners, invitations, pptx templates, infographic videos, etc according to the needs).
 - **COP 16, Cali – October 21 to November 1st 2024 - Graphic design and development of the communication/branding assets for the EU Pavilion**
 - ✓ Support the Senior Stakeholder Engagement and Partnerships Advisor and the Awareness-raising Officer to establish, update and refine specific awareness-raising and communication assets for the Project;
 - ✓ Graphic design and support for EU Pavilion branding assets updates and creations (videos, banners, key messages, illustrations, digital posters...);
 - ✓ Graphic design and support for the Projects' awareness-raising and communication assets in line with the EU branding and according to the project's awareness-raising and communication strategy at COP16 (side events invitations, programme, save-the-dates, social media banners, quote-cards, pptx templates, infographic videos, interviews...);
 - ✓ Specific support for LAC (Latin America and the Caribbean) events, and support/coordination with partner organisations: production of relevant communication assets (invitations, save-the-dates, etc); potential translations, support in drafting of respective awareness-raising and communication plans for Project's partner countries;
 - ✓ Under the supervision of the Senior Stakeholder Engagement and Partnerships Advisor and the Awareness-raising Officer, contribute to draft project's awareness-raising and communication plans for project's side-events and contribute to their successful implementation.

- **Manage the graphic design and delivery process of remaining knowledge products (study reports, 4-pagers...), if instructed by the Project's Team Leader.**

- **Support to increase the project and partners' visibility on social media**

Especially concerning the Spanish-speaking events during COP 16:

- ✓ When needed, contribute to moderate and manage relevant project's social media activities live on both X and LinkedIn, especially within the context of COP16;
- ✓ Contribute to visibility of knowledge products on the project's website and newsletters.

- **Team coordination**

- ✓ Participate in the project's internal coordination (team and/or dedicated meetings, etc.) when instructed by the Team Leader.

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.
- ✓ **Proficiency in graphic design processes.**
- ✓ Strong digital savviness and sound drafting skills for content development and updating.
- ✓ High proficiency in written and spoken **English and Spanish**. Additional language proficiency is an asset (in particular French).
- ✓ 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 expert;
- ✓ At least 3 years of professional experience working on communications-related topics involving both NGOs (or non-state actors) and national authorities;
- ✓ Previous experience at COPs and other major international events highly appreciated;
- ✓ 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**);
- ✓ Prior experience of multilateral environmental agreement negotiations or similar international processes is an asset;
- ✓ Excellent command of online communication tools and awareness campaigns;
- ✓ 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:

This position will require missions abroad including a travel to Colombia, Cali to attend CBD COP 16.

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.