



**REPUBLIC OF LIBERIA**  
**ENVIRONMENT PROTECTION AGENCY**  
P.O. Box 4024  
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1000 Monrovia, 10 Liberia



**CROSS-CUTTING CAPACITY DEVELOPMENT (CCCD)**  
**PROJECT**  
**Terms of Reference**

**Project Title:** Strengthening National Capacities to Meet Global Environmental Obligations with the Framework of Sustainable Development Priorities

<b>Job Title</b>		Environmental Communication Specialist	
<b>Division/Department</b>		Environmental Protection Agency/EPA	
<b>Programme/Project Number</b>		GEF ID number: 9390 (Cross-Cutting Capacity Development Project/CCCD)	
<b>Activity Result</b>		Stakeholder dialogues on the value of Rio Conventions enhanced	
<b>Assignment</b>		Develop and validate public awareness and communication campaign plan for reporting the Rio Conventions through the media	
<b>Location</b>		Monrovia, Liberia	
<b>Reports to</b>	<b>National Project Director Executive Director, EPA</b>	<b>Consultancy Duration:</b>	(6 WEEKS)

**BACKGROUND**

The Environmental Protection Agency (EPA) through the United Nations Development Program (UNDP) obtained funding from the Global Environmental Facility (GEF) to support the Cross-Cutting Capacity Development (CCCD) Project for Liberia. The project will support the Government of Liberia to Strengthening National Capacities to Meet Global Environmental Obligations within the Framework of Sustainable Development Priorities. The project has four components:

1. Integrated Environmental Knowledge Management System (EKMS)
2. Enhanced institutional and technical capacities for mainstreaming
3. **Improving awareness of global environmental values**
4. Updating the National Capacity Self-Assessment (NCSA) a

The UNDP through the EPA as Implementing Entity (IE) intends to recruit the service of a **Local Consultant**, who will Develop public awareness and communication campaign plan for reporting the Rio Conventions through

the media. This project is in line with the GEF-6 CCCD Strategy objective 1, 3, and 5 which call for countries to: a) integrate global environmental needs into management information systems and monitoring, b) integrate MEA provisions into national policy, legislative, and regulatory frameworks, and c) update NCSAs, respectively. The goal of this project is for Liberia to make better decisions to meet and sustain global environmental obligations. This requires the country to have the capacity to coordinate efforts, as well as best practices for integrating global environmental priorities into planning, decision-making, and reporting processes. To this end, the objective of this project is to strengthen a targeted set of national capacities to deliver and sustain global environmental outcomes within the framework of sustainable development priorities. The project will be carried out via four linked components. **Component 1:** calls for the establishment of an integrated Environmental Knowledge Management System to meet global environment and sustainable development priorities, **Component 2:** focuses on enhanced institutional and technical capacities to mainstream, develop, and utilize policies for implementation of the three Rio Conventions, **Component 3: works to improved environmental attitudes and values for the global environment**, and **Component 4:** is the updating of the National Capacity Self-Assessment (NCSA). The project will take an adaptive collaborative management (ACM) approach to implementation, which calls for stakeholders to take an early and proactive role in the mainstreaming exercises, as well as to help identify and solve unexpected implementation barriers and challenges. By taking an ACM approach, project activities and outputs can be more legitimately modified and adapted to maintain timely and cost-effective project performance and delivery. As a National Implementation Modality (NIM) project, its management team will be seated at the EPA.

### **Activity Summary**

The goal of this activity is to improve the implementation of three Rio Conventions, i.e. United Nations Framework Convention on Climate Change (UNFCCC), United Nations Convention on Biological Diversity (UNCBD) and United Nations Convention to Combat Desertification (UNCCD), in Liberia through the development of national capacities to better coordinate and generate information related to the implementation of these Conventions.

### **Job Responsibilities:**

- a. Prepare a public awareness and Campaign plan to promote Rio Convention mainstreaming into sectors,
- b. Prepare narrative scripts for a Public Service Announcements (PSA) on Rio Conventions mainstreaming that will be aired in the various dialects.
- c. Produce jingles for radio and television

### **Functional Competencies:**

- Excellent and effective communication (verbal and written) skills, including ability to prepare reports and conduct presentations by clearly formulating positions on issues, articulating options concisely conveying maximum necessary information, making and defending recommendations; ability to convey difficult issues and positions to the public.
- Have a considerable knowledge of the value of Rio Conventions to sustainable development

### **Key Expected Results**

1. Stakeholder dialogues on the value of Rio Conventions enhanced;
2. Improved access to information related to the three Rio Conventions;

3. Road map for information dissemination for mainstreaming Rio Conventions enhanced

**Output**

1. Public awareness and Campaign plan to promote Rio Convention mainstreaming into sectors is developed
2. Narrative scripts for Public Service Announcements (PSA) on Rio Conventions mainstreaming prepared in various dialects.
3. Jingles for radio and television prepared
4. Awareness and campaign plan submitted for peer review

**QUALIFICATION**

Candidate must have at least five (5) years of work experience, Master's degree in Mass Communication, including media analysis, communication planning and working in different media.

**OTHER SKILLS**

- Excellent team player with good interpersonal skills
- Ability to manage workload with minimum supervision
- Ability to work under pressure and tight deadlines
- Ability to accommodate additional demands at short notice
- Ability to work in a multi-cultural environment
- Oral communication/presentation skills
- Displays cultural, gender, religion, nationality and age sensitivity
- Proactive mindset

**ATTENTION:**

Human Resource Department  
Environment Protection Agency (EPA)  
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Or through email (eduncan@epa.gov.lr/elladuncan22@gmail.com), indicating in subject area "Application for CCCD **Communication Specialist CONSULTANT** Closing date for applications is 4PM, May 10, 2019. Any application coming/received after this deadline will not be given consideration. Only short-listed candidates whose applications correspond to the above criteria will be contacted for an interview.

NOTE: This information is posted on the following websites: [www.emansion.gov.lr](http://www.emansion.gov.lr), [www.epa.gov.lr](http://www.epa.gov.lr), and EPA's bulletin board on 4<sup>th</sup> Street, Tubman Blvd, Monrovia.

