



## Terms of Reference (TOR)

### COMMUNICATIONS Consultant for SeyCCAT Critical Ecosystem Partnership Fund (CEPF) Ecosystem-based Adaptation (EbA) Small Grants Programme

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#### Background

The Seychelles Conservation and Climate Adaptation Trust (SeyCCAT) will be Seychelles' Focal Point (FP) for the implementation of a Small Grants Programme for local NGOs and CSOs on Ecosystem-based Adaptation (EbA) within the framework of a regional programme financed by the Critical Ecosystem Partnership Fund (CEPF). This project will last 5 years, from 2022 to 2027, and we are recruiting a qualified and experienced Communications consultant to provide support to SeyCCAT for the administration of the CEPF granting cycle. The selected communications consultant will be expected to dedicate up to 20 working days per year to this assignment.

#### Scope of Work

The Consultant will provide communications support to SeyCCAT with the objective of successfully promote and create awareness of the "CEPF" Small and Large grant. The scope of this communications consultancy includes:

1. Development of a communication plan for the "CEPF" Small and Large grants.
2. Record, disseminate, and communicate, through a variety of channels, SeyCCAT's work as a CEPF Focal Point for the Seychelles and publicize this process to a wider local audience;
3. Raise awareness through multiple channels of the annual Call for Proposals (CfP) on Ecosystem-based Adaptation (EbA)
4. Work with CEPF grantees on EbA to publicise success stories during their implementation phase;
5. Write grant-related press releases/items
6. Develop distinct social media content that advertises the "CEPF" grant and the successful grantee.

#### The CEPF Communications Framework

##### The Communications Team

The core CEPF communications team will be led by IUCN NL's head of communications and will consist of one communications expert from each of the consortium partners (Focal Points). The head of communications will report back to CEPF on a regular basis. By having a representative from each hotspot country in the communications team, the CEPF RIT are well equipped to connect with local CEPF stakeholders as well as grantees, and ensure that they are included in all our communications. The grantees

## SeyCCAT

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are our eyes and ears on the ground, and by keeping close contact with them through the focal points, the programme communications team has first-hand access to the project's stories and results.

#### Monitoring media coverage and social media engagement

IUCN NL has a social media monitoring system in place to monitor media coverage and social media engagement. This system allows us to monitor and report back on any issues related to the projects promptly.

#### Social media management

Coosto also includes a social media content calendar as well as a content publication tool, thus allowing the communications team to strategically plan, monitor and report on their social media content.

#### Image database

High quality visual content from the biodiversity hotspot is crucial for the development of engaging communications materials and to get our stories across. The RIT communications team will therefore make sure good-quality photographs and videos are available for each project. They will be stored in an easily accessible image database, to enable both the members of the programme's communications team as well as the CEPF Communications Team to access and download them without any hassle.

#### Contractors for production and translations

With our international network of high-quality translators and creatives, we can ensure timely and high quality translations, as well as the production of communications materials.

#### Communications channels & products

An important part of communications will be to ensure that the key information provided in the ecosystem profile is accessible to grant applicants and other stakeholders. Another important communications objective will be to share stories and results from the projects. Multiple channels will be used for this, including the Consortium partners' own channels. Media, both international and local, will play a crucial role in broadening the reach of the programme's news, stories and successes.

#### Owned channels

All consortium partners have their own communication channels that can be used to reach the programme's target audiences. In the table below an overview of these channels can be found. The selected Communications Manager will likely have to collaborate with partner organizations to develop a central online communications platform (website) where grant applicants and other stakeholders can find their information, as well as a dedicated programme newsletter to share regular updates about the programme.

#### Earned channels

Climate change and climate adaptation through ecosystem-based adaptation is a topic rapidly gaining public interest. Therefore, getting the stories and results from the projects across via media using our international media network will be an important pillar of our communications strategy. Based on previous experiences, we believe that involving and training local journalists in reporting on EbA could be a useful element in our approach.

#### Exchange visits

Having RITs all over the world, exchanging best practices and sharing lessons learned will be of great added value. We will therefore organize exchange visits with the other RITs, in close consultation with the CEPF Secretariat.

## Deliverables

The consultant is expected to deliver detailed reports/outputs that will include the following:

Deliverable	% of Payment	Tentative Due Date
<u>Deliverable 1:</u> Regular communication about SeyCCAT and partner collaboration during the CEPF RIT across several different media channels (Facebook, LinkedIn, Instagram, Twitter, SeyCCAT's website news feed, etc.) The frequency of the communication outputs will be determined at contract inception and approval of workstream.	20%	Contract duration
<u>Deliverable 2:</u> Joint conceptualization, design and development of an integrated, coherent, and impactful CEPF communications strategy, action plan, and workstream, in collaboration with partners and IUCN Netherlands, articulated in the final funding proposal narrative and operationalized during the initial months of the programme.	20%	December 2022
<u>Deliverable 3:</u> Liaise and coordinate with SeyCCAT on RIT communication needs, requirements and guidelines, and ensure collaboration and compliance	20%	January 2023
<u>Deliverable 4:</u> Spot and identify interesting and insightful Seychelles Ecosystem-based Adaptation (EbA), particularly those influenced or driven by the CEPF RIT, to disseminate through various channels.	20%	July 2023
<u>Deliverable 5:</u> Identify and disseminate success stories and milestones of CEPF RIT	20%	August 2023

implementation in the Seychelles through various channels.		
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### Type of Contract

This assignment is a local consultancy open to individual consultants.

### Budget Available

The CEPF budget allocated to this assignment is a maximum of 5,000 US Dollars (\$) (or approx. SCR 70,000, depending on exchange rate) annually.

### Payments

SeyCCAT will pay the selected consultant according to the payment schedule

### Duration and Timeline

This consultancy represents up to 20 days per year.

### Responsibilities and Reporting

The consultant will report to the SeyCCAT Grants & Fundraising Assistant and collaborate closely with all SeyCCAT staff under Regional Implementation Team.

### Education and Experience

- 1) University Degree in Communications or related field;
- 2) At least 5 (five) years of extensive experience and proven record in communications, marketing and management, and advocacy campaigns designing and implementing strategic communications frameworks, action plans and materials in grant projects/programs in some of the following fields:
  - Ecosystem-based adaptation
  - governance and environmental/natural resource management
  - marine spatial planning and marine protected areas
  - climate finance, mitigation, and adaptation
  - fisheries management
  - sustainable livelihood and blue economy
  - microbusiness
  - social equity
  - community development
  - social engagement
- 3) Experience of Seychelles landscape, networks, and Small Island Developing States as a plus;
- 4) Experience with complex international multi-donor grant programs or such collaborative partnerships as a plus;
- 5) Strong communication skills in English, oral and written; knowledge of French and Creole as a plus.

### How to Apply

SeyCCAT is inviting qualified national consultant(s) to indicate their interest.

Applications may be submitted via email to [info@seyccat.org](mailto:info@seyccat.org) with the subject line 'CEPF RIT Communications Consultant'. Applications must include the following:

- A Letter of Interest (LOI) not exceeding 1 page stating availability, describing experience and qualifications and why the individual/ firm is the best choice candidate;
- A full CV;

- A portfolio of relevant work.

**Deadline for submission**

All submissions must be received by Tuesday, 8<sup>th</sup> November 2022, by 4.00pm Seychelles time.

**ANNEX 1  
TEMPLATE FOR THE PROPOSED WORK PLAN**

The purpose of this template is to provide sufficient details for the proposal to be evaluated, enabling reviewers to see if how you intend to complete the job on time.

**NAME:** ..... **TEL: ( ):** .....

**WORKPACKAGE: SeyCCAT** **TIN:** .....

**CONTRACT DURATION:**

(Please refer to TOR – you may propose an alternative with adequate justification, noting that that project ends in 2024)

**SCOPE OF WORK AND PROPOSED APPROACH:**

(Please refer to TOR – elaborate your proposed approach)

**LIST OF DELIVERABLES AND PROPOSED TIMELINE:**

(Please refer to TOR – indicate number of days required for each, with breakdown by team members if relevant)

**WORKPLAN WITH PROPOSED TIMELINE FOR EACH TASK**

Tasks to be completed (See scope of work in TOR)	Proposed Timeline (weeks / months)									
	<i>Month 1</i>									
Sign contract and submit revised/final work plan	X									
Etc...										

**COVID-19 PRECAUTIONS BEING PROPOSED:**

(Please refer to the most recent guidelines by Seychelles Department of Health)

ADDITIONAL NOTES IF RELEVANT:

**ANNEX 2  
TEMPLATE FOR THE FINANCIAL STATEMENT**

The purpose of this template is to provide sufficient details for the proposal to be evaluated, enabling reviewers to see if the proposal is realistic to complete the job.

NAME: ..... TEL: .....

WORKPACKAGE: SeyCCAT MSP TIN: .....

ITEM DESCRIPTION	QUANTITY Days	UNIT PRICE Per day (SR or USD specify)	TOTAL (SR or USD specify)
1. Professional fees	DAYS		
2. Travel costs (if relevant)	DAYS		
3. Stakeholders consultations	DAYS		
3. Any other cost ( <i>please itemize e.g. taxes</i> )			
Additional information			
<b>TOTAL COST</b>			

Date: .....

Signature: .....