



TERMS OF REFERENCE

- A. Job title:** Social Media Specialist
- B. Type of position:** National
- C. Duty Station:** Podgorica, Montenegro
- D. Contract type:** Consultant
- E. Duration of appointment:** 42 days in the period 1 November 2023 – 30 April 2024, with the possibility of extension
- F. Deadline for application:** 23 October 2023, 15:00h

I Background

The project “Biodiversity Mainstreaming into Sectoral Policies and Practices and Strengthen Protection of Biodiversity Hot-spots in Montenegro” is geographically focused on the Key Biodiversity Areas (KBAs) of Montenegro and includes various types of interventions and involves both ecosystem protection and work with production sectors, such as tourism, agriculture, and forestry.

Component 1 of the proposed project deals with the management constraints associated with the Protected Areas (PA's) estate and unprotected biodiversity hot-spots. The project will provide for the improved management of the pilot PA's in order to ensure compliance with the international requirements for the protection of valuable biodiversity within the KBAs and other international biodiversity hot-spots. Through spatial planning instruments, the project will promote concrete solutions for valuable and threatened biodiversity conservation outside the PA's.

The Component 2 targets the productive landscape outside PA's and in the vicinity of KBA's, where the project will address the sectoral threats to biodiversity via mainstreaming biodiversity-friendly practices and adjust the sectoral development scenarios for tourism, agriculture and forestry to take into account the potential impact on biodiversity.

The project will offer assistance to the Government in developing best practice standards for sustainable tourism and nature-based biodiversity-friendly tourism and support the small-scale tourism business development towards the more offerings of biodiversity-sensitive nature-based products.

For the forestry sector the project will offer best-practice standards for mainstreaming biodiversity-friendly forestry practices, will assist the Government with support and services for private forest owners, and help promote biodiversity – positive entrepreneurship in forestry.

For the biodiversity mainstreaming in agriculture, the project will support the Government with the introduction of agro-environmental incentives and piloting of agro-environmental measures.

II Objectives of the assignment:

Under the overall supervision and guidance of the project manager, the Social Media Specialist will have the responsibility for executing the social media strategy of the project aiming to raise awareness about biodiversity issues in Montenegro, promote project outputs and activities as well as biodiversity-friendly practices, share educational content in line with project outputs and engage relevant stakeholders in project implementation. Also, his/her role will be to facilitate learning, sharing of knowledge and experiences, and collecting information related to the evaluation of the project events.



III Job content

Social Media Specialist will be having following specific responsibilities during the period 1 November 2023 – 30 April 2024 (with the possibility of extension until 10th March 2027) of project implementation:

- Maintenance of social media pages of the project (Facebook, Instagram, Twitter) - creating and sharing engaging content, optimizing project pages, moderating user-generated content, analyzing social data, etc;
- Develop a content calendar that aligns with the project's goals and ensures a consistent posting schedule across platforms;
- Maintenance of the project website/webpage and ensure it is up-to-date and dynamic;
- Regularly track and analyze social media metrics (e.g., reach, engagement, conversion rates) to assess the effectiveness of the social media strategy and make data-driven improvements (on a quarterly basis);
- Draft press releases and social media posts/content;
- Monitor activities and discussions and debates on social media and will report on it and propose ways to adapt communication on social media;
- Facilitate project events/public awareness activities across all project components (event moderation and similar);
- Be prepared to handle social media crises and negative feedback professionally and promptly;
- Facilitate learning and sharing of knowledge and experiences relevant to the project;
- Development of surveys for participants of the training with the aim to get information about expectations before training and information about knowledge gained and satisfaction of the organization after training.

IV Competencies:

- Demonstrates integrity and ethics;
- Ability to lead strategic planning, results-based management and reporting;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Builds strong relationships with clients, focuses on impact and result for the client and responds positively to feedback;
- Consistently approaches work with energy and a positive, constructive attitude;
- Excellent communication skills, facility in working with teams and capacity to compose clear and readable narrative reports both, in English and local language;
- Demonstrates ability to manage complexities and work under pressure, as well as conflict resolution skills;
- Excellent organizational and time management skills;
- Knowledge Management and Learning;
- Shares knowledge and experience;
- Actively works towards continuing personal learning, acts on learning plan and applies newly acquired skills.



- Ability to perform a variety of standard tasks related to Results Management, including collecting of documentation, data entering, preparation of revisions, filling, and provision of information;
- Ability to provide input to business processes re-engineering, and implementation of new systems;
- Responds positively to feedback;
- Ability to work independently and in a team.

IV. Qualifications and expertise:

- University degree;
- At least three years of relevant work experience of developing and executing social media strategy, and maintenance of social media pages of the project, ideally involving international donors;
- Previous experience with Government and/or UN projects will be a definite asset, especially in the area of biodiversity/environmental protection;
- Strong professional working capacity to use information and communications technology, specifically including website design, desktop publishing software and social media;
- Understanding of environment protection principles and issues;
- Very good inter-personal skills;
- Excellent language skills in English (writing, speaking and reading) and in local language.

Term of reference approved by:

Name and title: Tamara Brajović, National Project Director

Signature

Date: 9 October 2023