



TERMS OF REFERENCE

- A. **Job title:** Knowledge, Communication and M&E Consultant
- B. **Type of position:** National/International
- C. **Duty Station:** Home based/Podgorica, Montenegro
- D. **Contract type:** Consultant
- E. **Duration of appointment:** 60 working days (a day will be calculated as 8 hours and could be prorated to the hours worked) in the period 20th May 2024 – 31st December 2024, with the possibility of extension
- F. **Deadline for application:** 09th May, 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.

All the activities connected to the above-mentioned components should be adequately communicated with all relevant stakeholders via relevant communication channels and in line with the Communication strategy of the project. Also, a very important aspect of the project is communication with media, evaluation of the project events, and facilitating learning and knowledge sharing with beneficiaries, project partners and stakeholders.

The task under this Terms of Reference is connected to all project Components and Outcomes, and the aim is to raise awareness and present all the results of the project to general public, stakeholders and project partners and beneficiaries.



II Objectives of the assignment:

Under the overall supervision and guidance of the project manager and chief technical specialist, the Knowledge, Communication and M&E Consultant will have the responsibility for leading knowledge management outputs and coordinating project implementation strategy across all project components.

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

The engaged consultant will have the following specific responsibilities during the period 20th May 2024 – 31th December 2024:

- Coordinate the implementation of the project communications strategy;
- Develop annual action plans of the Communication strategy in line with the annual work plans of the project in consultation with project stakeholders;
- Coordinate and oversee the implementation of public awareness activities across all project components;
- Help with development of a content calendar that aligns with the project's goals and ensures a consistent posting schedule across all platforms;
- Maintenance of the project website/webpage and ensure it is up-to-date and dynamic;
- Draft press releases and social media posts/content and prepare monthly press clipping report;
- 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.
- Support monitoring of project results as determined by the project M&E Plan;
- Support risk monitoring;
- Support project evaluations;
- Draft and report on monitoring and evaluation of project results in line with the project templates determined within Prodoc.

IV Deliverables:

- Annual report on the level of implementation of the Communication strategy;
- Action plan of the Communication strategy for 2025;
- Website and webpages of the project maintained on daily basis;
- All project results, events and activities organised through the project are covered by the press realises and social-media posts;



- All capacity building activities as well as events organised throughout the project are supported with the report based on the surveys;
- M&E activities are finalised in line with the donor guidelines.
- Progress report for period May-August 2024;
- Final report for period May-December 2024;

V 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.

VI Qualifications and expertise:

- University degree in the field of social sciences (communications, public relations, marketing, political sciences, law, journalism or a related field);
- At least five years of relevant work experience of developing and coordinating the implementation of the communication strategies and/or its action plans, social media strategies, coordinating and overseeing the implementation of public awareness activities across project 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.

VII Application procedure:

Candidates must submit their applications, via email to the following email address irena.krivokapic@mepg.gov.me i irenakrivokapic@gmail.com clearly specifying the job for which the candidate is applying for.

For the application to be valid, the following needs to be provided:

- A Curriculum vitae CV (Europass format is preferred);
- Filled in reference form (Annex 1);
- A signed declaration (Annex 2);
- Portfolio of previous developed communication strategies and other relevant document related to this ToR.

Applications must be delivered/drafted in English. Incomplete applications will not be taken into consideration. Applications must be sent by email no later then 9th May 2024, 15h CET.

Only shortlisted candidates will be contacted for the interviews.

The Project Implementation Unit reserves the right to request additional documentation and/or to schedule a written test for candidates, should they deem necessary for the evaluation process.

Term of reference approved by:

Name and title: Tamara Brajović, National Project Director

Signature:

Date: 24th April 2024