Centro para el Desarrollo Agropecuario y Forestal,

TERMS OF REFERENCE

AbE-CBC SOCIAL MEDIA AND COMUNICATIONS MANAGER

Introduction

The Center for Agricultural and Forestry Development, Inc. (CEDAF), is a private, non-profit institution, created in 1987 as the Agricultural Development Foundation, Inc. (FDA), to contribute to the sustainable development of Dominican agriculture through providing support for the generation and transfer of technologies, communication, capacity building, training, development of human resources and technical assistance.

Starting in 1998, the institution adopted its new name, which means a change in the way of seeing and doing things, definitively assuming a concern for the management, use and exploitation of natural resources and sustainability of agriculture and forestry. At the same time, its new vision also reaffirms the commitment to continue supporting national agricultural development.

To develop its work, CEDAF has defined five (5) priority areas: 1) Technological and institutional innovation; 2) Training of human resources; 3) Sustainability, Natural Resources, Environment and Climate Change; 4) Agricultural Health, Quality and Safety; and 5) Information and Communication Technologies.

The Biological Corridor in the Caribbean is a cooperation initiative for the conservation of biodiversity of regional importance between the ministries in charge of the environment in Cuba, Haiti, the Dominican Republic, Puerto Rico, and Jamaica, which is supported by the United Nations Environment Program (PNUMA). Its general objective is to promote coordinated actions that contribute to the conservation of marine and terrestrial biodiversity of regional importance, its connectivity, and the maintenance of ecosystem services that support the economies and communities of the region, while promoting sustainable development models and considering climate change.

In this context, the CBC and CEDAF have joined forces to implement the project "Increasing the resilience of ecosystems and communities to climate change through Ecosystem-based Adaptation (EbA) in key connected areas of the Caribbean Biological Corridor," hereinafter referred to as AbE-CBC. This project is being implemented thanks to the financial support of the Caribbean Biodiversity Fund (CBF). The project aims to reduce the risks associated with climate change and biodiversity loss in key ecosystems of the CBC by promoting Ecosystem-based Adaptation (EbA), as well as more resilient and sustainable communities and protected areas in connected areas of Cuba and Haiti.}

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To fulfill its work program, CEDAF and the CBC Secretariat are seeking to hire a part-time consultant (50%) to carry out project management and monitoring activities, establishing control systems and processes to ensure efficient and effective execution to achieve its products and expected results with quality, on time and in accordance with the established schedule. The Social Media and Communications Manager will work under the direct technical supervision of the CBC Secretariat. Administratively, they will report to the CEDAF management for project performance. The manager will work closely with the CBC Secretariat and the UNEP's CBC project team. The manager will work part-time, 20 hours per week, Monday to Friday, and may work remotely, but with strong links to the project management and the CBC and CEDAF Secretariats.

General objective of the work of the AbE -CBC Social Media Manager

The Social Media and Communications Manager will be responsible for maintaining the CBC's social media presence with project activities, for which will develop effective strategies to increase project visibility and provide a learning environment for the audience. Additionally, will provide assistance in all communication activities by contacting other media (radio, press, and television). The Social Media Manager will work closely with the project coordinator and the CBC Secretariat.

Main Duties and Responsibilities.

- Create and execute effective social media strategies to increase project visibility and engagement.
- Develop relevant and engaging content for social media, including posts, images, videos, and other multimedia formats.
- Manage and keep active the CBC's social media accounts (Facebook, Instagram, X, TikTok, YouTube, LinkedIn) and any others that may be created for the project if decided, including scheduling posts and responding to comments and messages, in accordance with the agreement.
- Build and maintain relationships with the online community, encouraging participation and responding to comments and questions promptly.
- Regularly track and analyze social media metrics to assess campaign performance and adjust the strategy as needed.
- Work closely with other CEDAF teams, such as marketing, communications, and content development, to ensure project consistency across all platforms.
- Collaborate closely with the technical team of the CBC Secretariat and UNEP-CBC to receive accurate information on project progress and ensure content has appropriate scientific-technical quality.

- Stay abreast of social media trends and developments and adapt the project strategy accordingly.
- Be prepared to address social media crises effectively and professionally.
- Support the up-to-date maintenance of the CBC website with information on CBC Initiative activities and particularly the AbE-CBC project.

Payment conditions for satisfactory completion of the contract.

The project has a total duration of 28 months. Contracts will have a duration of 12 months, renewable based on performance. The first three months of the contract will be a trial period. The dedication will be part-time with 20 hours per week. This is a temporary assignment for the duration of the project. The work results will be supervised and evaluated by the CBC Executive Secretariat and CEDAF management.

Required qualifications, knowledge, and skills.

ACADEMIC:

• Bachelor's degree in social or digital communication, marketing, advertising, public relations, graphic design, or another related field.

LANGUAGES:

• Advanced proficiency in Spanish is required, intermediate proficiency in English, with sufficient knowledge for written communication required. Knowledge of French is desirable.

SPECIAL SKILLS AND ABILITIES:

• Possess solid knowledge of the main social media platforms (Instagram, Facebook, TikTok, LinkedIn, X, etc.), including their algorithms, features, and trends.

• Ability to develop effective social media strategies, anchored to the project's objectives, to generate awareness and engagement.

• Ability to create compelling and relevant content for social media, including texts, images, and videos, and adapt it to different platforms and audiences.

• Ability to manage the online community, interact with followers, respond to comments and messages, and encourage participation.

• Ability to analyze data and social media metrics to assess campaign performance, identify areas for improvement, and make data-driven decisions.

• Good ability to communicate effectively, both in writing and verbally, and adapt to the tone and style of the project on social media.

• Willingness to adapt to changes in social media platforms and the digital environment, and always be learning and improving their skills.

• Ability to think creatively, generate new and original ideas, and propose creative solutions to challenges

Professional Experience.

- Previous experience of at least two years in social media management, preferably in projects or similar environments.

- Experience in creating content for social media, including texts, images, and videos, and in adapting content for different platforms and audiences.

- Profound knowledge of the main social media platforms and associated management and analytics tools.

- Experience in managing online communities, including interacting with followers, responding to comments and messages, and problem-solving.

- Certifications or additional courses in digital marketing, social media, or related areas would be positively valued.

- Knowledge of the CBC initiative and previous experience working with the initiative would be an additional asset.

Presentation of the application.

If you are interested, please send your application, consisting of your resume and letter of interest (any other documentation that demonstrates experience in the area will be valued and evaluated, if you proceed to the interview stage) to: **recursoshumanos@cedaf.org.do** with a copy to **secretaria@cbcbio.org**, including the title of the position in the subject of the email. All applications must be submitted by **march 4th, 2024**.