



Forest Law Enforcement, Governance
and Trade Support Programme for African,
Caribbean and Pacific Countries

Seeking a Communications Expert

The ACP-FLEGT Support Programme seeks an expert in the Communications sector for a four-month contract based in Rome, Italy, to develop and support the implementation of a communications strategy for the Programme.

Background:

The Forest Law Enforcement, Governance and Trade Support Programme for African, Caribbean and Pacific countries (ACP-FLEGT Support Programme) is a four-year initiative implemented by FAO and funded by the European Union. The Programme, which began in 2008 and will end in 2012, supports the implementation of the FLEGT Action Plan through the funding of ACP projects and information sharing. At present, 91 projects are underway in 31 ACP countries.

An expanded phase, funded by the European Union, began on 1 May 2012 for a duration of four years. This phase, called the EU FAO FLEGT Programme, addresses developing countries as a whole, also with the aim of contributing to support the implementation of elements of the FLEGT Action Plan.

These two phases (ACP-FLEGT and EU FAO FLEGT) are concurrently underway. The transition between these two phases therefore requires the implementation of a detailed communications strategy aimed at ensuring optimal visibility and adapted to the new programme.

Furthermore, a regional workshop will be organized in Ghana in October 2012 in order to discuss and share lessons learned in the FLEGT/VPA process in Central and Western Africa. Being an important event, it requires constant communications assistance in order to optimize visibility.

Duties and responsibilities:

Under the supervision of the Programme Manager, the consultant will have two main duties and responsibilities:

1. to ensure external communications on the transition from the old to the new programme, the promotion of the new programme and liaise with partners;
2. to contribute to the communications aspects of the regional workshop scheduled for October 2012 in Ghana.

1. Concerning the transition from the old to the new FLEGT programme and the promotion of the new programme:

- Regularly update the Internet site and upload relevant news content on capacity4dev.
- Set up a multimedia database on the Internet site.
- Ensure the transition between the old and the new programme with respect to communications.
- Support the formulation, development and implementation of a strategic communications plan and the promotion of the launching of the new programme.
- Design, produce and disseminate appropriate communications supports for the new programme.
- Draft a story board and support the production of a documentary on the projects and experiences acquired in the two Voluntary Partnership Agreement (VPA) countries.
- Design and disseminate press releases for the launching of the new programme.
- Liaise with partners such as EFI.

2. Concerning communications aspects of the regional workshop scheduled for October 2012, in Ghana:

- Create a dedicated webpage.
- Conceive, produce and disseminate specific communications supports (e.g. banners and gadgets, etc.).
- Organize a press conference (including the production and dissemination of a press kit).
- Conceive and disseminate a press release.
- Manage media relations with journalists attending the press conference and at the workshop.

Profile:

- Graduate studies in communication sciences
- Excellent oral and written knowledge of English and French
- At least five years' experience in a similar position
- Interpersonal skills
- Creativity
- Ability to work independently and in a team.

Applicants are kindly requested to send a motivation letter together with their curriculum vitae to Ms Sophie Lemaitre (sophie.lemaitre@fao.org). The deadline for submission of applications is **15 August 2012.**