

Terms of Reference

Short Term Consultant (STC) On-line Communications Producer Global Environment Facility

Background

The Global Environment Facility, established on the eve of the 1992 Rio Earth Summit, is a catalyst for action on the environment—and much more. Through its strategic investments, the GEF works with partners to tackle the planet’s biggest environmental issues.

In response to growing interest in its work, the GEF has revamped and launched a new corporate website (thegef.org). To ensure that the new platform is properly maintained, the GEF is seeking an experienced online communications consultant to help update the website and promote its content.

Objective/Scope of Work

The main objective of this consultancy is create, publish and promote on social media new content as well as update the content already published on the new GEF website.

She/He will work under the supervision of the web coordinator and in coordination with the social media lead, and will report to the Head of Communications.

Tasks/Responsibilities

The consultant will perform a number of functions related to the GEF Communications Unit activities, including, but not limited to:

- Prepare articles to be published on the web (format text, find images and multimedia) and create social media packages to promote the story online
- Upload documents, publications and other types of content respecting the established taxonomy and following editorial guidelines
- Update the GEF website content as needed/requested
- Support the web coordinator in developing new webpages and troubleshoot issues on the website
- Write/edit articles, translating complex, often technical information into compelling text to be used on the web
- Manage the process of creating graphic design works and new multimedia content to make the new website more visually attractive, e.g. maps, infographics, visualizations, and engaging photos.
- Assist with other social media tasks as needed.

Selection Criteria/Skills and Qualifications

The GEF is looking for an experienced Online Communications Specialist who meets the following criteria:

- MA in Communications or similar field or a Bachelor's Degree and at least six years of relevant experience

- 4 year+ of experience in online communications and web publishing;
- Working knowledge of graphic design tools such as Adobe Photoshop is required;
- Experience working with content management systems is required. Knowledge of DRUPAL is considered a plus;
- Previous experience in producing/managing social media is desired;
- Ability to work in a fast-paced environment with short deadlines and changing priorities, and be able to work with a diverse group of colleagues;
- Strong interpersonal skills and ability to work effectively with internal/external partners in a multicultural environment;
- Ability to work effectively under stress; ability to prioritize and juggle multiple tasks within tight deadlines;

Contract Terms

The consultant is initially expected to work 100 days from January 16 until June 30, 2017. The contract might be extended in the new FY depending upon business needs and satisfactory agreement between the parties involved. This work will be performed in the GEF office, in Washington DC.

Application Instructions

Interested applicants should apply before January 4, 2017, by sending CV, portfolio of previous work, and letter of interest with availability to Patrizia Cocca, pcocca@thegef.org.