CALL FOR COMMUNICATIONS SPECIALIST (CONTRACTOR)

Request for Applications for Communications Specialist (Contractor)

Call for Full Proposals (Technical and Financial)

Consultancy to conceptualise, develop and implement a Communications Plan to enhance awareness and visibility of research materials on innovative Climate and Disaster Risk Financing and Insurance (CDRFI) strategies for the delivery of mesolevel mechanisms for civil society organisations. The consultancy focuses on building awareness around climate resiliency of vulnerable populations in the project countries Antigua and Barbuda, Barbados, the Commonwealth of Dominica, Grenada and Jamaica, and Climate and Disaster Risk Financing and Insurance (CDRFI) solutions and tools in general.

Location: Caribbean Region

Nature of Contract: An individual, a group of candidates, or a corporate body may undertake this consultancy.

BACKGROUND

The Caribbean Policy Development Centre is a legally registered non-profit organisation headquartered in Barbados and established in 1991. CPDC serves as a regional umbrella NGO for organisations located across CARICOM. Our main modalities are research, advocacy, publications, public education and institutional strengthening.

The CPDC is seeking to engage the services of a **Communications Specialist (Contractor)** that will be charged with coordinating the development and implementation of a Communications Plan to enhance awareness and visibility of research materials outlining innovative CDRFI strategies for the delivery of meso level mechanisms for civil society organisations.

The Terms of Reference is attached as Annex 1.

GUIDELINES FOR APPLICATIONS

Interested persons are requested to submit the following:

- A cover letter to the attention of the Executive Director, Caribbean Policy Development Centre.

- A general description of the intended approach, detailed methodology, and work plan for performing the assignment.

- A Technical and Financial proposal outlining the cost for undertaking the assignment. The Financial Proposal should provide a detailed costing of all estimated expenses against the proposed outputs. The Technical Proposal should outline the project-specific needs and requirements for the consultancy.

- A portfolio/documentary evidence of the applicant's history of delivering similar programmes; and examples of similar work.

- A one-page outline of each contractor or key expert to be assigned to the project, outlining relevant qualifications and experience.

- Full curriculum vitae of each contractor participating in the assignment (as an Appendix).

- Any essential value-added elements that add to service provision to enhance bid evaluation (optional).

Submissions are to be sent to the Caribbean Policy Development Centre via electronic mail – cpdcsubmissions@gmail.com with subject line: **Communications Specialist (Contractor)**.

All applications must be submitted by 12:00 p.m. **AST** on **Thursday May 22, 2025**.

CPDC will respond to the successful applicant that meets the criteria outlined in the Terms of Reference.

Annex I

CARIBBEAN POLICY DEVELOPMENT CENTRE

Terms of Reference

Communications Specialist (Contractor)

Consultancy to provide communications support to enhance awareness and visibility on innovative Climate and Disaster Risk Financing and Insurance (CDRFI) strategies for the delivery of mesolevel mechanisms for civil society organisations

BACKGROUND

The Caribbean Policy Development Centre (CPDC) is a legally registered non-profit headquartered in Barbados and established in 1991. CPDC serves as a regional umbrella Non Governmental Organisations (NGO) for organisations comprising small farmers, women, youth, indigenous people, rural populations and faith-based organisations located across CARICOM. CPDC also has strong networking partnerships with organisations representing persons with disabilities, artisans, micro-entrepreneurs, human rights and workers. Altogether, it serves regional, sub-regional and national (local) NGOs working at the grassroots level in economic, social, environmental and cultural areas in the Caribbean. The Centre also has working relationships with many other NGOs and development partners across the region.

The organisation was mandated to work with NGOs and civil society to understand how policies affecting Caribbean people are developed; to share information about policies and decision-making processes; to work to influence and bring change to the developmental process; and to support and lobby for policies which improve the lives of Caribbean people. In fulfilling its mandate, the CPDC seeks to build the confidence and the ability of the Caribbean peoples to influence public policy.

Our main work modalities are research, training, advocacy, publications, public education and institutional strengthening. CPDC is officially recognised, both regionally and internationally, as the principal representative of Caribbean NGOs working with such organisations as Christian Aid, CARICOM, Commonwealth Foundation, OXFAM GB, and Human Resources and Skills Development Canada (HRSDC), to effect change that would be beneficial to vulnerable groups and sectors in the Caribbean. CPDC is willing to work with new partners within governmental agencies to accomplish the goals of this project.

CPDC has successfully implemented a number of region-wide projects during the past thirty (30) years working with member organisations and networking partners within the civil society sector, as well as departments of government. This consultancy is being implemented as one component of such a regional project which is being undertaken in partnership with a global network of organisations.

Funded by the German Ministry for Economic Cooperation and Development (BMZ), and coordinated by CARE International, CPDC is implementing the Caribbean component of a project titled "Multi Actor-Partnership for pro-poor & gender equitable climate risk financing in context of the InsuResilence Global Partnership's (IGP) 2025 vision." Other key partners are Germanwatch and the Munich Climate Insurance Initiative (MCII). The core of the project is to build consortia with the aim of implementing and scaling up effective and evidence-based pro-poor, gender-equitable and human rights-based Climate and Disaster Risk Finance and Insurance (CDRFI) approaches for the benefit of particularly vulnerable groups. Additionally, MAP cooperation partners should significantly improve their structures, coordination, networking and technical capacities on CDRFI. This will be facilitated through national-level engagement, capacity development and the establishment of multi-actor partnerships on climate and disaster risk finance and insurance. Project countries are the Caribbean (Antigua and Barbuda, Barbados, the Commonwealth of Dominica, Grenada and Jamaica), Bangladesh, Sri Lanka, Malawi, Madagascar, Senegal, and the Philippines. In addition, the project aims to the influence policymaking on CDRFI at the global level, with global, regional and national levels mutually influencing and informing each other based on the aforementioned principles.

The direct target groups include:

a) civil society actors in the priority countries (and at the regional and global level).

b) potential partners in multi-actor partnerships involved in the design and implementation of climate and disaster risk financing instruments at national, regional, and global levels (including governments, implementing agencies, private sector and universities).

The indirect target group is the wider local population, which should benefit from local mechanisms for climate and disaster risk financing, especially in the vulnerable developing countries in which the project focuses.

PURPOSE AND OBJECTIVES

CPDC is desirous of undertaking a consultancy to develop a Communications Plan to promote publications on meso-level climate and disaster risk financing and insurance options for vulnerable

populations. The visibility/communications plan should strengthen civil society's efforts to raise awareness regarding innovative methods for civil society organisations to disseminate critical financial information and resources to vulnerable groups most heavily affected by climate-induced disasters.

The Communications Specialist (Contractor) will serve as an external contractor functioning in a public relations capacity to ensure a coordinated approach to implementation of the Communications Plan. In this context, the Communications Specialist (Contractor) is required to provide technical assistance to the CPDC to advance the Centre's CDRFI initiatives.

General Objective

- To conceptualise, develop and implement a Communications Plan to increase awareness on innovative Climate and Disaster Risk Finance and Insurance (CDRFI) solutions for the delivery of mesolevel mechanisms for civil society organisations. This is aimed at promoting climate resiliency for vulnerable and marginalised populations in the project countries, which are Antigua and Barbuda, Barbados, the Commonwealth of Dominica, Grenada and Jamaica.

Specific Objectives

The Contractor will be required to:

- Formulate a Communications Plan and Implementation Matrix for online campaign activities, with the aim of enhancing awareness and visibility of research materials and other resources on innovative Climate and Disaster Risk Finance and Insurance (CDRFI) solutions for vulnerable and marginalised persons in project countries.

- Disseminate cross-functional communication materials that highlight key findings of a Research Paper and Position Paper on CDRFI to bolster project impact. The materials will comprise electronic and print media - fifteen (15) infographics, five (5) think pieces, blogs, social media content, websites, press releases, radio and other relevant communication channels.

- Develop the scripts and advise on the production of two (2) videos that serve to raise awareness regarding CDRFI solutions and tools; disseminates critical financial information and resources; and promotes 'traffic' on the Risk Resilience Hub as a key knowledge platform.

- Monitor the implementation of the Communications Plan to recommend effective communication channels and formats for presenting the research materials, in an effort to ensure target 'reach' and to promote successful outcomes.

PROFILE/CONSULTANCY REQUIREMENTS

Qualifications

A. Qualifications

- A Bachelor's degree in Communications Management, Public Relations, Corporate Communications, Journalism, Mass Communications or a related field, from an accredited institution.

B. Experience and Knowledge

- At least seven (7) years' relevant experience in communications or media relations, with an emphasis on academic or research-related topics, as evidenced by a sample/portfolio of work.
- At least five (5) years' work experience in content creation and/or digital media including writing, editing and creating content for varied platforms, with emphasis on the Caribbean region.
- At least three (3) years' experience working within a social, environmental or economic development sector at the national, regional or international level **(asset)**.
- Previous experience working within a project management or output driven environment **(asset)**.
- Excellent knowledge of climate and disaster risk financing **(asset)**.
- Advanced knowledge of the fundamental principles that guide the NGO sector and/or international development environment.
- Advanced knowledge of CPDC's strategic objectives, priority programme areas, operational structure and standards of conduct.

C. Skills and Abilities

- Excellent planning, organisational and time management skills.
- Excellent written and oral communication skills with the ability to demonstrate effective emotional intelligence.
- Excellent creative and innovative design skills.
- Advanced analytical skills with attention to detail particularly in terms of layout, colour and general aesthetics.
- Advanced computer skills (Microsoft Word, Teams, Excel and digital information tools).
- Ability to demonstrate the fundamental principles and general code of conduct that guides the non-governmental sector.

- Ability to effectively analyse and interpret communication data and metrics.
- Ability to perform assigned tasks according to specifications and timelines with a high level of accuracy.
- Team player with flexibility in adapting to changing work demands.

DELIVERABLES

The Communications Specialist (Contractor) is required to complete and submit the following:

1. A Communications Plan and Implementation Matrix (10 pages) within five (5) days of contract signing, including but not limited to:

    - Preparing content for print and online publishing for approval of CPDC, comprising electronic and print media - fifteen (15) infographics and five (5) think pieces to amplify awareness on CDRFI solutions and tools for vulnerable and marginalised groups.
    - Developing the scripts and advising on the production of two (2) videos on CDRFI for approval by CPDC.
    - Advise and prepare agreed communications to enhance project visibility using blogs, social media content, websites, press releases, radio and other relevant communication channels to bolster project impact.

2. A Forecast of Expenses.

3. A Final Report on the execution of the Communications Plan outlining the various materials developed, activities and strategies undertaken including media coverage summaries; and metrics on other measures adopted to enhance project visibility through knowledge sharing; and to promote 'traffic' on the Risk Resilience Hub as a key knowledge platform.

4. Other agreed work-related deliverables required for effective execution of the Communications Plan.

PRESENTATION OF WORK

The Contractor will transmit work plans, reports, invoices, receipts and other documentation according to agreed specifications, established protocols of the organisation and industry standards.

DURATION OF ASSIGNMENT

The contract will be for the period **May 28, 2025 to June 18, 2025** and is subject to renewal based on a performance review of the Contractor's work, at CPDC's sole discretion.

ADMINISTRATION

The Contractor shall report to the Executive Director, CPDC or their designate.