
Terms of References

Developing a Communication Strategy

Introduction: WWF-Pakistan with the financial support of Foreign, Commonwealth & Development Office (FCDO), implementing a five-year long project titled, “Scaling up nature-based solutions for improving integrated water resources management and enhanced water security in Pakistan”. The project aims to pilot Nature-based Solutions (NBS) at selected locations in Gilgit-Baltistan (GB) and Khyber Pakhtunkhwa (KP) in partnership with relevant stakeholders. Water management for improving the health of natural ecosystems, better water resource management and livelihood improvement will be outcomes of the project interventions.

Objective: This objective of this assignment us to develop a communication strategy for the project titled ‘Scaling up nature-based solutions for improving integrated water resources management and enhanced water security in Pakistan’ by incorporating the latest communications approaches into a document that will guide the project team to achieving a robust, effective and long-lasting outreach programme at all levels.

Detailed Terms of Reference: The detailed Terms of References are as under:

1. Review existing communication strategies relevant to the focus and the scope of the project and identify the best fit approach to be applied
2. Review proposed communications activities in consultation with project team and develop a common understanding on the deliverables and how the communication strategy should support these
3. Ensure FCDO’s Branding Guidelines are well understood and are compatible with WWF/the project
4. Draft and present the communication strategy along with the draft work plan with the project team
5. Incorporate suggestions into the draft communication strategy and submit for final approval
6. Conduct a one-day training session with staff on the strategy the provincial teams with a focus in social-media outreach

Qualifications

1. The key members of the team should have Master’s degree and above on the following fields: Communications, Liberal Arts or related qualifications
2. The incumbent/team should have at least five years’ (collective 15 years) experience in developing communications strategies for environment and/or wildlife related projects to programmes
3. The incumbent/team should have at proven experience in developing environmental/wildlife communication outreach material in Pakistan
4. The incumbent/team should have at developed and implemented at least five environment/wildlife focused communication campaigns over the last three years

Skills

1. The incumbent must have proven experience working with communities in challenging and rugged regions of Pakistan and other adjoining regions especially in the mountainous regions;
2. The incumbent should be aware of the cultural sensitivities of working with local communities and ideally should be able to effectively communicate in at least one of the local languages/dialects;
3. The incumbent should have proven ability engaging with stakeholders especially government stakeholders