**Terms of Reference: Gender Specialist**

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| Project Number: | PLEASE/BHU/2024/06 |
| Project Name: | Reimagining Effective Partnerships for Tackling Plastic Waste and River Pollution |
| Project Director | Sonam Wangmo (swangmo@bes.org.bt) |
| Project Start Date | 15 Feb, 2024 |
| Provide link to the project Management Dashboard | https://docs.google.com/spreadsheets/d/1mMgwOlXzKuQbe3aQZZFuSBD67anV6NnQY0tRcLUjmg4/edit#gid=1092191706 |

**Project Background**

The Bhutan Ecological Society’s project, titled “Reimagining Effective Partnerships for Tackling Plastic Waste and River Pollution,” has been selected as one of the recipients of the Plastic Free Rivers and Seas for South Asia (PLEASE) grant. This project funded by the World Bank and implemented by the South Asia Cooperative Environment Programme (SACEP), with support from the United Nations Office for Project Services (UNOPS), aims to catalyze actions directed at reducing the flow of plastic pollution into South Asian seas and rivers.

The project will combat the pressing issue of plastic waste pollution within two targeted areas of the WangChhu watershed (Bhutan): Thimphu City Corporation, and Kawang County. The project's innovative interventions will transform plastic waste and recycling practices to achieve ’end-to-end’ waste management.

Our target communities involve: Thimphu City Corporation, Kawang County, institutions along the WangChhu River, as well as upstream watershed settlements. While regionally focused, our proposal provides a blueprint for a national mandate that can extend across Bhutan and the trans-Himalaya. As such, the project has five objectives:

● Promoting awareness and capacity within target communities.

● Initiating local interventions.

● Strengthening local and regional partnerships.

● Strengthen national and regional expertise through knowledge creation and dissemination.

● Expanding women’s role in project administration and supervision

**Description of Position:**

The Advocacy and Communications Specialist, working together with the BES, UNOPS and SACEP team will be responsible for implementing advocacy and communication strategies to support the objectives of the project. This role will involve raising awareness, organizing key events to engaging stakeholders, and promoting the project’s initiatives to reduce plastic pollution effectively.

**Scope of Work:**

The key responsibilities of the Advocacy and Communications Specialist include, but are not limited to:

a. Advocacy

* Enhance and implement the PLEASE project’s Advocacy and Communications Strategy to influence waste management policies at local, national, and regional levels.
* Engage key stakeholders, including policymakers, community leaders, and partner organizations.
* Organize advocacy events, workshops, and meetings outlined in the PLEASE project’s Advocacy and Communications Strategy to promote the project’s goals.
* Monitor and evaluate the impact of advocacy efforts and adjust strategies as necessary.

b. Communications

* Enhance and ensure the implementation of the PLEASE project’s communications plan.
* Oversee the creation and dissemination of high-quality content, including press releases, newsletters, reports, social media posts, and website updates.
* Oversee the management of media relations, including responding to inquiries and arranging interviews.
* Maintain a strong online presence through the project’s website and social media platforms.
* Coordinate with graphic designers, videographers, and other professionals to produce engaging multimedia content.

c. Capacity Building

* Provide training and support to project staff and stakeholders on effective advocacy and communication techniques.
* Assist in the development of toolkits and resources to assist in local and regional advocacy efforts.

**Deliverables:**

* The enhancement and implementation of activities in the PLEASE Project Advocacy and Communications Strategy and action plan.
* Regular progress reports on advocacy and communications activities.
* Content calendar and editorial plan in close collaboration with the Communications Officer.
* Press releases, newsletters, social media content, and other communication materials.
* Evaluation report on the effectiveness of advocacy and communication initiatives.

**Duration:**

* The position is for a fixed term of 6 months with the possibility of extension based on performance and funding.
* The Advocacy and Communications Specialist will be based in Thimphu, Bhutan, with occasional travel required to Kawang County and other project sites.

**Qualifications and Experience:**

* Bachelor's degree in Communications, Public Relations, Journalism, Environmental Science, International Relations, or a related field.
* At least 4 years of experience in advocacy and communications, preferably in environmental or non-profit sectors.
* Proven track record of developing and implementing successful advocacy campaigns.
* Excellent written and verbal communication skills.
* Strong understanding of social media and digital marketing.
* Ability to work independently and as part of a team.
* Strong organizational and project management skills.

**Reporting:**

The specialist will report directly to the Project Director and collaborate closely with project staff and partners to ensure the integration of gender considerations into all project activities.

**Application Process**

Interested candidates should submit their CV, a cover letter outlining their relevant experience and suitability for the position, and samples of previous work to [namgaychoden@bes.org.bt](mailto:namgaychoden@bes.org.bt) by 31 July 2024 midnight. **Please enter the email subject as “Job Application for Advocacy and Communication Specialist\_Your Name) so that we don’t miss any applications.**

**Confidentiality:**

All information provided by the project team and stakeholders shall be treated as confidential and used solely for this consultancy.