

TERMS OF REFERENCE – CONSULTANCY SERVICES

POSITION: COMMUNICATIONS COORDINATOR

REPORTING TO: Lead – Partnerships, Advocacy & Reporting

LOCATION: HQ, Barbados

Communications Coordinator

Background

The Communications Coordinator will support the Agency in developing, coordinating and implementing effective communication and visibility strategies that enhance its reputation, ensure consistent messaging, and increase awareness of its work among key stakeholders, donors, and the wider public. This role is essential to strengthening the Agency's visibility in the delivery of its programmes and projects, in alignment with donor specific visibility requirements and the Agency's communication strategy.

The Communications Coordinator will provide operational and coordination support in the implementation of the Agency's communications and visibility activities. Working under the guidance of the Lead - Partnerships, Advocacy and Reporting, the Consultant will assist in developing content, coordinating visibility outputs, and supporting outreach initiatives to strengthen awareness of the Agency's programmes and projects.

The role contributes to enhancing the Agency's visibility in alignment with donor-specific requirements and the Agency's established communication strategy.

Objective

To support the execution of the Agency's communications and visibility efforts through content development, digital engagement, and outreach coordination, ensuring alignment with donor expectations and the Agency's communication priorities. The Consultant will apply strong storytelling skills to translate technical project information into clear, engaging content for diverse audiences.

Scope of Services

The Consultant will support the implementation of multi-channel communication activities; produce written, visual, and digital content; assist with media engagement; and ensure that communication and branding outputs align with organisational standards and donor guidelines.

The role requires strong writing skills, sound judgement, and the ability to collaborate across departments to ensure consistent messaging.

Specifically, the Consultant will support the Agency in the following areas:

Content Development and Brand Visibility

- Draft and disseminate various types of content, including press releases, newsletters, blog posts, articles, and promotional materials for internal and external audiences.
- Support the Lead - Partnerships, Advocacy and Reporting (P.A.R) in executing communications activities aligned with the Agency's vision.
- Ensure all communications align with the Agency's branding, messaging, and donor visibility requirements.
- Translate complex development concepts, data and results into a clear and compelling narrative that demonstrate impact and relevance for diverse audiences across the region.
- Ensure communications materials comply with branding and donor visibility requirements.
- Assist in responding to media inquiries and coordinating engagement with media outlets, as required.

Communication Strategies

- Support the implementation of communications and visibility plans for projects and Agency initiatives.
- Work with programme teams to identify visibility needs and coordinate delivery of agreed outputs.
- Collaborate with HQ, SRO, and programme teams to ensure coherence in messaging.

Digital Media and Campaigns

- Update and maintain the Agency's website and digital channels, including LinkedIn, Facebook, Instagram, X, YouTube, and Mailchimp.
- Support the development and scheduling of content calendars and digital campaigns to promote the Agency's work and highlight project results.
- Track, analyse and compile digital performance metrics, using insights to improve reach and engagement, and for reporting purposes.

Creative Production

- Produce or coordinate the design of high-quality communication materials, such as flyers, brochures, infographics, and multimedia content
- Create simple in-house content when appropriate (eg. social graphics, short videos, photography)

- Work with external creative suppliers (designers, photographers, videographers) to ensure timely and cost-effective delivery of materials.

Event and Visibility Coordination

- Support the planning and execution of communication components for events, missions, and workshops, ensuring adequate visibility of donor contributions.
- Coordinate logistics for media coverage, event photography, and post-event publicity.

Internal and External Communication

- Facilitate the flow of information between departments and across offices and teams (HQ, SRO, Project and Programme teams)
- Provide advice and guidance to staff on communication best practices, visibility compliance, and social media engagement under direction from Lead – P.A.R

Monitoring and Reporting

- Compile and prepare monthly communications updates and visibility reports
- Track outputs and maintain records of communications activities
- Prepare monthly updates summarising communication outputs and visibility metrics
- Stay informed on digital and communications trends, integrating innovative tools and practices

Expected Outputs

- Updated and active website and social media channels reflecting current projects and results
- Monthly communications reports and metrics.
- Donor-compliant visibility materials (press releases, brochures, social content)
- Media and public engagement plan with coverage of key events and missions

Knowledge and Experience

- Knowledge of CARIFORUM countries, regional integration processes, and private sector development
- Demonstrated experience supporting communications and visibility initiatives
- Experience in project-based communications execution
- Ability to coordinate external creative resources
- Skilled in producing and editing simple multimedia content (graphics, photography, video)
- Familiarity with digital communications tools and platforms such as Canva, WordPress, Mailchimp, and other social media analytics

Skills and Competencies

- Strong organisation, coordination and project management skills
- Excellent writing, editing, and proofreading abilities
- Creative thinking, with strong attention to detail and design
- Strong interpersonal and verbal communication skills
- Ability to prioritise and manage multiple deadlines
- High levels of professionalism, discretion, and adaptability
- Collaborative, with the ability to work effectively in a multicultural and fast-paced environment

Education and Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, Digital Media, or related field.
- Minimum of three (3) years' experience in a similar role within a comparable organisation.
- Fluent in English. Ability to communicate in French, Spanish or Dutch, highly desirable
- National of a CARIFORUM Member State.

Administration and Reporting

- This is an **in-house consultancy** role
- The Consultant will report to the Lead - Partnerships, Advocacy and Reporting (P.A.R).
- Payments will be made upon submission of monthly invoices accompanied by an approved activity/deliverables report
- A work plan with key deliverables must be developed and approved at the start of the consultancy
- The consultancy will be classified under **Communications (TE-C)**, with the level based on the consultant's experience and expertise
- This role requires the Consultant to be office-based at Caribbean Export's office in Barbados during the working hours of Caribbean Export, some flexibility is offered.

Duration and Travel

- The consultancy period will be determined by the Agency's contract terms.
- Some regional travel may be required to support communication activities and coverage of events. Travel will be consistent with the Agency's approved travel policy or donor-specific travel guidelines.

Administration

If this opportunity excites you, send us your CV along with a motivation letter explaining why you're the right fit to hr@carib-export.com. Only shortlisted candidates will be contacted. Applications close on Thursday 26, March 2026 at 11:59pm.