

TERMS OF REFERENCE – CONSULTANCY SERVICES

POSITION: COMMUNICATIONS COORDINATOR

REPORTING TO: Lead – Partnerships, Advocacy & Reporting

LOCATION: HQ, Barbados

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.

Objective

To coordinate and execute the Agency's communication and visibility efforts through strategic content development, digital and traditional media engagement, digital and public outreach platforms to ensure alignment with donor expectations and the Agency's communication priorities. The Communication Coordinator is expected to apply a keen storytelling approach to turn technical project information into content that is easily understood and resonant with stakeholders.

Scope of Services

The Coordinator will be responsible for executing multi-channel communication strategies; producing written, visual, and digital content; supporting media engagement; and ensuring that all communication and branding outputs align with organisational standards and partner/donor guidelines. The role requires strong writing skills, creative judgment, strategic thinking, and the ability to work across departments to ensure consistent and effective storytelling.

Specifically, the Coordinator will coordinate and support the Agency with the following:

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.

- Act as a key liaison for media inquiries and manage relationships with journalists and media houses.

Communication Strategies

- Develop and implement communications and visibility strategies to support project delivery and Agency objectives.
- Assess the communication needs of projects/programmes, propose tailored strategies, and manage their implementation from planning through execution.
- Collaborate with programme teams, the Executive Director's Office, and the Sub-Regional Office (SRO) to ensure coherence in messaging and visibility across all initiatives.

Digital Media and Campaigns

- Manage and update the Agency's website and digital channels, including LinkedIn, Facebook, Instagram, X, YouTube, and Mailchimp.
- Develop and implement content calendars and digital campaigns to promote the Agency's work and highlight project results.
- Track, analyse, and report on digital performance metrics, using insights to improve reach and engagement.

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 (e.g., 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.

Monitoring and Reporting

- Monitor, evaluate, and report on the effectiveness of campaigns and communications activities.
- Prepare monthly updates summarising communication outputs and visibility metrics.
- Stay current 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 developing and implementing integrated communications and visibility strategies.
- Experience in project-based communications planning and execution.
- Proven ability to manage external creative resources (designers, videographers, photographers).
- 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 strategic, planning, 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 five (5) 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 must a national of a CARIFORUM member state.
- 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 **Technical Assistance – 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 22, January 2025 at 11:59pm.