

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Communications Officer, Middle East
DIVISION/DEPARTMENT:	BirdLife Middle East Secretariat, Amman, Jordan

1. OVERALL PURPOSE OF JOB

To lead on communications, marketing, media for BirdLife International in the Middle East region, and to liaise with the wider Global Communications Team to ensure all outputs are on-message and meet international standards. The Communications Officer will also be responsible for adapting and translating global communications outputs for Middle Eastern audiences.

Additionally, to lead on regional communication campaigns as required, and contribute to programmes and projects that the regional secretariat is implementing. These include, but are not limited to, Safe Flyways IKB 3 project, Luc Hofmann Flyways Fund and Ecological Restoration Fund project.

2. WORK RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Regional Director, Middle East, with functional oversight from the Global Communications Team.
REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
Initially nobody, but there will be the opportunity to take on volunteers and short-term contract staff.
PRINCIPAL OTHER WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT: <i>(Include nature of work relationship)</i>
In addition to project contributions, close working relationships and maintaining regular coordination will be needed with the Global Communication Team, to ensure cohesion between messaging across all regions. The Communications Officer will be working with project managers as appropriate and in accordance with the detailed Communications TORs and agreed project deliverables/document. Lead on ME Regional Communications development and maintain regular communications with the Regional Partnership. Also, considerable collaboration and coordination is required with all departments and divisions in the BirdLife Secretariat, in order to ensure the effective delivery of relevant communications tasks.
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK : <i>(Include nature of work relationship)</i>
To co-ordinate with regional partners and project implementing partners and provide support as required and agreed.
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES: <i>(Include nature of work relationship)</i>
To liaise with project donors to ensure that project material and outputs meet the required visibility requirements.

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To co-ordinate with implementing partners (in addition to the BirdLife Partners participating in the project) on regional and national Communications activities and provide support as required and agreed with relevant project managers.

To build and maintain links with media contacts in the region.

2 (a). KEY WORKING RELATIONSHIPS GRID

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife network / other NGOs	2	General public	3	Policy makers (institutional /politicians/ corporations)	2
BirdLife advisory groups, committees, reg. councils	1	Press & media	3	Funding organisations (institutions, foundations, corporations)	1
BirdLife Global Council	1	Regulators/ legislators/ auditors	1	Individual donors/ members	2
Suppliers/service providers	3	Scientific community	1	VIPs/ royalty/ high worth individuals	1

Level of Contact

1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.
 2.= Presenting/Representing/Reporting "Relationship management". Independent exposure representing BirdLife. Maintaining individual contacts. Usually managing information flow.
 3.= Justifying/Negotiating - "Influencing decision makers". Independent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.

3. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:

- Develop and implement an overall Communications strategy and action plan for the Middle East (ME) secretariat with relevant BirdLife programmes and projects teams aligned with the BirdLife Global Communication Strategy.
- Develop all related communications material for promotion, marketing, and dissemination relevant to the conservation activities of the BirdLife Middle East Partnership, and Secretariat.
- Lead Public relations for ME secretariat.
- Deliver communications outputs in both Arabic and English, including but not limited to newsletters, press releases, fact sheets and BirdLife magazine and other brochures.
- Maintain the ME section in BirdLife website and any other platforms.
- Lead ME regional media events such as press conferences/media briefings, interviews, campaigns.
- To advocate communicate work, technical solutions and conservation with identified stakeholders.
- Provide reasonable assistance to implementing BirdLife Partners in the production of communication tools and materials that are needed to meet specific national requirements

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<p>including following up all social media pages – partners pages and make (report on cases and follow up on actions).</p> <ul style="list-style-type: none"> • Assist ME team including project managers and coordinators with the communication aspects of the ME Flyways initiatives including Safe Flyways IKB 3 project, Luc Hofmann Flyways Fund and Ecological Restoration Fund project. • Develop and submit as appropriate needed communication progress reports to donors and to develop and submit terminal reports. • Support other project staff as appropriate to design, develop and implement communication tasks. • Ensure that all communications materials conform to the BirdLife house style (brand) and meet donor visibility requirements. •
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4. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	Management of delegated budgets.
Contracts – Funders	Maintain relationships with existing project funders. Support the development of new projects.
Contracts – Staff/Consultants	Delegated responsibility to hire staff & consultants subject to BirdLife procedures.
Contracts – Service providers	Negotiation of relevant professional services with any individual or company providing web related services
Legal Responsibility	No
Other	

5. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	Relevant degree-level qualification. A degree or advanced degree (MSc) or proven equivalent experience, in any appropriate discipline e.g. Natural Sciences, Project Management
Job Specific Education/Qualification	Formal qualifications not required but see requirements under knowledge and experience.
Job Specific Knowledge	Proven knowledge of the environmental sector in the Middle East and/or North and East Africa.

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REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Experience	Experience in handling of web-based management systems. Experience in using graphic or design software.
Management & organisational skills	Good organisational and planning skills and an ability to adhere to deadlines.
Communications skills	Excellent communication skills both verbally and in writing, and in particular an ability to write clearly and succinctly in a style suitable for the media, and for those with an interest in, but not necessarily a background in, conservation issues.
Analytical Skills	Ability to identify key audiences and the most appropriate mediums to reach and engage them
Creativity & Initiative	Proven ability to market and communicate a conservation cause and the ability to secure buy-in and support from key donors and decision-makers.
Computer Literacy	Familiarity with the Microsoft Office suite Familiarity with the Adobe suite and other software (e.g. CANVA) advantageous
Languages	Written and spoken fluency in both Arabic and English. Ability to work in other widely used languages is highly desirable (e.g. French).
Travel requirements	Willingness to travel within the region and other regions.
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
<ul style="list-style-type: none">• Sympathy with, and experience of, the NGO movement.• High degree of cultural sensitivity.	

Prepared by: Ibrahim Khader	Date: May 2024
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