

## **Terms of Reference**

Public Relations Specialist

Entitled:

Develop and implement a strategy of information dissemination and public relations of the project and the Khazar Reserve

### **Background on Project:**

This project will strengthen Turkmenistan's National System of Protected Areas by demonstrating effective protected area management and biodiversity conservation in Turkmenistan's Khazar Nature Reserve (KhR) on the Caspian Sea coast. Two of the world's major flyways -- the Central Asian-Indian Flyway and the East African Flyway - converge on Turkmenistan's Caspian coastal region. This fact makes the coastal wetlands of KhR especially important for migratory birds as they move north from Africa and India and south from Europe and arctic Russia. The area also includes important wintering areas for the Caspian sturgeon and some of the most important habitats for the Caspian seal, the only Caspian pinniped and an endemic species.

The conservation and sustainable use of such a wide range of biological diversity requires more integrated approaches to conservation and coastal resource management in Turkmenistan. It requires increased involvement by local communities, more cross-sector collaboration among government and civil society institutions, a deeper understanding of coastal ecosystem function and coastal zone management practices, increased capacity of resource management organizations, improved PA and financial management, and applied incentives for conservation and sustainable use. This project is designed to provide the tools, the expertise, and the arena for stakeholders to adopt these new practices in ways that are appropriate for Turkmenistan and that strengthen Turkmenistan's National System of Protected Areas. In so doing, the project will generate substantial global environmental and national sustainable development benefits.

### **Purpose of Work:**

The purpose of work is to establish mechanisms for dissemination of information on the project activities, to contribute to the development of the strategy on dissemination of information about Khazar Reserve aimed at capacity building on dissemination of information and activities within stakeholders and communities.

### **Specific tasks**

More specifically, the job entails:

- 1) Coverage of the project activities in mass media:
  - a. Establishment of data base of main country mass media

- b. Preparation and adjustment of the procedure to involve mass media in the project activities
  - c. Development of the instruction to involve mass media to be used by the specialists of Khazar and other reserves
  - d. Collection, preparation and editing of materials and information on the project activities, achieved outcomes and assumed plans of the project
  - e. Participation in the project activities for the purpose of preparing materials for mass media, if necessary
  - f. Creation and maintaining the mailing list of project partners and interested parties to keep them aware of project activities
  - g. Establishment of close cooperation between the project and the UNDP Communication officer in Turkmenistan
- 2) Assist educational specialist in development of cooperation between higher educational institutions and the project, as well as with Khazar Reserve, including:
- a. To develop cooperation between the educational institutions of Turkmenistan involved in training specialists for nature protection institutions and Khazar Reserve to provide it with young skilled specialists
  - b. To assist in organization of internships and practical work for students of higher and secondary special educational institutions in Khazar Reserve
  - c. To participate, if required, in negotiations with educational institutions, international organizations and donors to search for scholarships and programmes for perspective students; preparation and organization of internship or training of the Reserve specialists or students at the foreign educational institutions or organizations.
- 3) Contribution to development of the Khazar Reserve Action Plan on activities with public and educational programmes, including:
- a. Situational study, development of the plan's component on public awareness, including educational activities
  - b. Facilitation discussions of the component with the specialists from educational sector, local activists, public organizations
  - c. Updating of actions with other specialists of the working group on development of the Action Plan and presenting of the final version of the outcome
- 4) Assistance in conducting joint activities of Khazar Reserve and other key stakeholders, including:
- a. Agreement and development of activities jointly with the stakeholders and project administrator

- b. Assistance to project assistant in development of the activity's budget
  - c. Conducting all preliminary activities jointly with the project team
- 5) Development of visual and other information and training materials for raising awareness, including
  - a. Annual development of visual products design, including advertisement booklets and materials, calendars and brochures, etc.
  - b. Participation in development of visual products, promotion to the project team in production of products and their dissemination
- 6) Promotion to establishment of the Reserve visitors' center on the basis of the existing museum, including
  - a. Promotion and control over works on establishing the center
  - b. Development of the work-plan of the visitors' center involving stakeholders, promotion at the initial stage of the plan's implementation
  - c. Involvement of the stakeholders to participate in implementation of the Reserve visitors' center work-plan
- 7) Assistance to project and Khazar Reserve specialists in facilitating efficient work of the project stakeholders' group (component I), as well as to the coastal area planning group (component II)
- 8) Active participation in and assistance to the Project Administrator in conducting meetings, presentations, workshops and other project activities related to raise of awareness on the local, national and regional levels
- 9) By results of the work, development, presentation and publication of analytical documents and instructions based on the experience of the project in awareness raising and educational programmes, in involvement of stakeholders and involvement of population for share of experience with other reserves, national and international projects and organizations
- 10) Jointly with IT specialist, maintaining the project's Internet site ([www.hazarwetlands.com](http://www.hazarwetlands.com)), including preparation and posting news, uploading documents and other data, proposing and implementing changes in design and structure.
- 11) Providing assistance to project specialists in organizations of other activities; assistance and, in some cases, leading role in maintaining contacts with foreign project partners and organization of foreign study tours and other visits

- 12) Development of brief monthly reports on implementation of activities, contribution to development of quarterly and annual plans, as well as preparation of quarterly and annual reports
- 13) Implementation of other responsibilities related to the specialist's competence and specified in the project quarterly plans

### **Reporting**

The position will report to Chief Technical Advisor of the project, and in the case of the absence of Chief Technical Advisor, the consultant will report to the Project Administrator.

The expert will work closely with specialists of the National Institute of Deserts, Flora and Fauna of Turkmenistan, the Ministry of Nature Protection, Khazar Reserve specialists and other project specialists, as well as with the organizations included into Stakeholder groups and Coastal Area Planning group.

### **Time-frame of Work and travel:**

The work will be undertaken from October 1, 2009 to December 31, 2009 with possibility of continuous annual extension until October 10, 2010. In case of the contract continuation the revised TOR will be prepared and attached.

The position is *full time*; in some cases overtime work will be required (conducting important meetings, travel, etc.). The position is based in Ashgabat.

The position requires the travel to Khazar Reserve office in Turkmenbashi and other places of the project implementation (Turkmenbashi etrap, Essenguly etrap and Khazar town). The travel schedule must be preliminary agreed with the CTA based on the written request for the travel. The written reports must be submitted after each travel.

### **Project inputs:**

On availability bases, the project will provide the consultant with the office space in Ashgabat and Turkmenbashi office, access to the computers, electronic mail and the Internet. Jointly with project partners, other assistance will be provided to the consultant, including travel arrangement, etc.

### **Tentative schedule for delivery of outputs by the contractor:**

Key outputs of the consultant include:

1. Coverage of the project activities in mass media  
*Deadline: constantly during the contract duration*

2. Development of the instruction to involve mass media for use by specialists of Khazar and other reserves  
*Deadline: October 31, 2009*
3. Action program on development of cooperation with educational institutions  
*Deadline: November 30, 2009*
4. Action Plan of Khazar Reserve on activities with public and educational programs  
*Deadline: November 15, 2009*
5. Joint activities of Khazar Reserve and key stakeholders  
*Deadline: constantly during the contract duration*
6. Development of visual and other information educational materials  
*Deadline: constantly during the contract duration*
7. Establishment of the Reserve's visitors' center  
*Deadline: constantly during the contract duration*
8. Analytical documents and instructions on the project experience in awareness and educational programmes  
*Deadline: constantly during the contract duration*

The Schedule for delivery can be changed.

**Payment Milestones:**

The payment will be provided based on suggested rates for the expert position at UNDP "Salary Scales for 2009: Permanent jobs and services" and on the relevant experience and education level of the expert.

The payment will be provided based on the monthly reports and upon approval of these reports by the CTA.

**Qualifications/Requirements:**

- Preferably, Master Degree (Candidate of science) or, at least, higher education in public relations, journalism, education or biology (if additional education or required experience is available)
- At least five years of working experience in public relations, journalism, coverage in mass media, preparation of educational programmes for non-educational sector

- Practical up-to-date experience in bridging contacts and establishing activities with different sectors of economy, preferably in environmental activities, as well as experience in work with communities and non-governmental organizations
- Experience in writing programmes and plans, development and publication of information materials, participation in development of educational programmes is preferred
- Experience in work with international organizations, including search of resources, organization and implementation of exchange programmes
- Good organizational and presentational skills, ability and experience in presentations and appearances
- Ability to travel and live in hard rural conditions
- General comprehension of nature protection issues in Turkmenistan
- Working knowledge of computers, ability to work with electronic mail and the Internet
- Good knowledge of Turkmen and Russian, good working knowledge of English (writing and reading)