

# TERMS OF REFERENCE: NATIONAL PEI COMMUNICATIONS COORDINATOR



**Location : Vientiane**  
**Languages Required : Lao, English**  
**Duration of Contract : 6 months (Full time), renewable**

## 1. Background

The joint United Nations Environment Program (UNEP)-United Nations Development Program (UNDP) Poverty Environment Initiative (PEI) in Lao PDR aims to contribute to poverty reduction and improved well-being of poor and vulnerable groups through mainstreaming the environment into national development processes. PEI will provide targeted support to the Government of Lao PDR's on-going efforts to achieve poverty reduction through sustainable natural resource management.

PEI is implemented by the Ministry of Planning and Investment (MPI) – Department of Planning, Investment Promotion Department, and the National Economic Research Institute; Ministry of Natural Resources and Environment (MoNRE) – Department of Environmental and Social Impact Assessment; and provincial authorities in 4 targeted provinces with support from the UNDP CO Lao PDR.

Its expected outputs include the integration and implementation of poverty-environment concerns in the 7th National Socio Economic Development Plan (NSEDP) and its monitoring and evaluation framework; strengthened capacities of national and provincial authorities to plan and manage investments towards poverty reduction and sound environmental management goals; strengthened capacity in the review and monitoring of environmental and social impact assessments (ESIAs) and environmental and social mitigation management plans; awareness raising of the National Assembly in the areas of natural resource management and sustainable economic growth; strengthened capacity in research and analysis of the economic values of ecosystem services and to translate research towards informed development decisions.

PEI programme will be extended from January to June 2012 under the current Phase 1 framework (original framework has a timeline of May 2009 – December 2011), with a further extension to a Phase 2 under a revised programme framework from July 2012 to 2015.

The diverse outputs of the PEI program and the cross-cutting nature of poverty reduction and environmental goals will require a strong communications program to ensure that the program objectives are well understood across the different project components and by key in-country stakeholders. It is critical to have a cohesive and well-managed communications strategy to ensure that the PEI messages are consistent and reach the targeted audience to achieve the program's goal to mainstream poverty and environment concerns in the national planning and development process.

The PEI program is looking to recruit a full-time consultant to manage and implement the PEI communications strategy and support a targeted program to support transfer of research results to inform policy decisions in Lao PDR.

## 2. Duties and Responsibilities

The Coordinator is responsible to revise, manage and implement the PEI-wide communications strategy which has the following objectives (60% of time). The Coordinator will provide general administrative and programmatic support to the overall PEI program, as needed:

1. Raise awareness about Poverty-Environment linkages among key decision makers to direct policy making towards sustainable investment management;
2. Enhance engagement between PEI and government counterparts across all outputs to ensure continued consideration of Poverty-Environment issues within the respective government departments, and to increase collaboration/coordination between the outputs;
3. Increase information exchange on key themes and activities of PEI Lao with other stakeholders in-country and globally, UNDP Lao, potential donors, and other International organisations or NGO's working in Laos; and reporting to UNDP-UNEP PEI global.

The Communications Coordinator is also responsible for effective transfer of information from research conducted across PEI outputs, particularly from the PEI-NERI (National Economic Research Institute) component, to inform targeted policy decisions (40% of time). The Coordinator will be based in NERI, and will provide general administrative and programmatic support to the PEI-NERI project team, as needed.

The exact tasks include, but are not restricted to the following:

- Consult with PEI project team and support external consultant for revision of the existing PEI communications and outreach strategy for implementation in PEI Phase II across 2012-2015, and develop annual workplans;
- Identify key messages of PEI program in consultation with key stakeholders, and develop appropriate communication materials in Lao and English;
- Design a cohesive PEI-wide design and format for communication materials (brochures, factsheets, posters, policy briefs);
- Participate in key PEI events and workshops across all outputs;
- Produce a quarterly PEI newsletter to foster cross-output coordination and to inform external partners;
- Prepare and support press releases across all outputs, in Lao and English;
- Prepare a dissemination strategy including distribution lists to distribute PEI reports, research results and policy briefs targeting decision-makers and other stakeholders;
- Regularly coordinate with and provide updates and relevant documents across PEI outputs, and to Regional Center in Bangkok and PEI headquarters in Nairobi for regional and global PEI communication;
- Coordinate PEI communication activities with UNDP Public Information Unit;
- Promote the use of media for reaching out to general public (newspaper, TV, website and others);
- Provide administrative and programmatic support to the overall PEI program, including reporting requirements, organizing workshops and missions;
- Provide targeted administrative and programmatic support to PEI-NERI component, including development of short papers/ briefs/ reports;
- Archive all PEI communication materials across all components in both soft and hard formats.
- Any other tasks as assigned.

### **3. Qualifications**

#### **Education**

Post graduate qualification preferred but not essential. The Coordinator should have a university degree in Environmental Education, communications, journalism, or similar. At least 2 years relevant work experience required, preferably with international organizations. Sound knowledge of poverty and environmental issues in Lao PDR is required.

#### **Other Skills/ Competencies**

- Strong communication skills with ability to express ideas clearly, both orally and in writing;
- Demonstrated experience in developing communication products (e.g. brochures, factsheets, policy briefs, posters, videos, etc.);
- Strong interpersonal skills with ability to establish and maintain effective work relationships with people of different national and cultural backgrounds;
- Excellent coordination skills, with ability to work under pressure and handle multiple activities and projects concurrently,
- Ability to work independently and to participate effectively in a team based information sharing environment;
- Knowledge of UNEP, UNDP and the UN system, including the UN common country programming process an advantage;
- Fluency in spoken and written English is essential;
- Full computer literacy;
- Ability to travel on demand;
- Ability to translate from English to Lao and vice versa is an asset;
- Lao National only.

### **4. Reporting, Supervision and Performance Evaluation**

- The Communications Coordinator will report to the UNDP Environment Unit Head and UNDP-PEI Programme Analyst, and PEI-NERI Project Manager.
- He/ She will work closely with the PEI Technical Advisors, PEI National Project Managers and project team in Lao PDR, and the regional UNDP-UNEP PEI team in Bangkok.
- Performance will be evaluated by the UNDP-PEI Programme Analyst and PEI-NERI Project Manager.