



Job Description: Communications Officer
Caribbean Natural Resources Institute

Job Title	Communications Officer
Classification	Full time
Supervised by	Communications Manager / Senior Communications Officer
Supervises	n/a
Location	CANARI's Head Office, Trinidad and Tobago
About CANARI	<p>CANARI is a dynamic and innovative non-profit technical institute operating across the Caribbean since 1989 and has been a persistent and influential voice for justice in the way that natural resources in the Caribbean are managed and used. To achieve our mission of promoting and facilitating stakeholder participation and collaboration in the stewardship of natural resources in the Caribbean, CANARI undertakes research, capacity building and communication and works in partnership with a range of stakeholders at local, national, regional and global levels.</p> <p>Under our Strategic Plan 2021-2030, CANARI's work is oriented around five inter-linked strategic directions:</p> <ul style="list-style-type: none"> • learning, advocating on and building capacity for approaches to resilience-building that work across sectors and scales to address diverse development challenges in a holistic way; • facilitating the conservation, sustainable use and restoration of biodiversity and ecosystems in support of Caribbean social, cultural and economic development; • championing equity and justice in meeting the environmental and livelihood needs of poor and vulnerable people; • informing, convening and empowering people and institutions for participatory governance of natural resources; and • working together with stakeholders to introduce innovation in approaches, institutions and enterprises, which is needed to make the transformation to sustainable development in today's rapidly changing world. <p>CANARI is headquartered in Trinidad and Tobago with staff outposted in other Caribbean countries. CANARI has a small team of dedicated professionals and considers our staff our greatest resource. See more information at www.canari.org.</p>
Job summary	The Communications Officer will support CANARI's project and organisational communication efforts.
Essential duties	<p><u>Planning, evaluation and reporting</u></p> <ul style="list-style-type: none"> • Assist with the implementation of CANARI's Communication Strategy • Develop communication plans to guide development of communication

products tailored to different audiences

- Develop advocacy and awareness campaign plans
- Provide input into product and programme campaigns as required
- Make inputs into the development of a plan/ strategy to guide CANARI's public relations and marketing
- Design and conduct knowledge, practice and attitudes (KAP) surveys
- Prepare reports on project and organisational communications

Online platforms, social media and media

- Assist with the development and management of CANARI's website, multiple online knowledge platforms, social media (e.g., Facebook, Twitter, LinkedIn), and other online presence (e.g., YouTube, Research Gate), including writing content and uploading content
- Develop and maintain the Institute's media database
- Build and maintain strong media relationships
- Write and disseminate media releases
- Identify and create opportunities for the placement of stories about CANARI's work in the media and on other publishing platforms
- Monitor and report on media coverage of the Institute and its programmes
- Monitor and report on CANARI's online and social media platforms

Assist with production of written and audiovisual products

- Collaborate with the programme team to develop communication products (articles, blogs, posters, flyers, PowerPoint presentations, videos, podcasts) to communicate technical information to a variety of audiences
- Proofread and copy edit technical and other written material
- Serve as focal point for liaison with graphic designers, print brokers/ printers, videographers, photographers, translators and other service providers and consultants
- Coordinate the production of CANARI's e-newsletter, including writing and editing content

Stakeholder outreach and engagement

- Monitor and manage email and social media requests from stakeholders
- Coordinate the dissemination of all CANARI communication products (including publications) to key audiences via the Institute's channels (e.g., website, social media) and external channels (e.g., listservs, print and other traditional media, partner publications and online newsletters, specialised online databases such as Research Gate)

Information management

- Assist with the development and maintenance of CANARI's information management systems, including:
 - CANARI's photo database
 - CANARI's in-house and digital libraries

	<ul style="list-style-type: none"> ○ CIMS (CANARI's information management system) <p><u>Other duties</u></p> <ul style="list-style-type: none"> ● Provide rapporteur services at CANARI activities and other events as required ● Participate in the implementation of the Institute's strategic plan ● Promote the Institute's vision, mission, and values ● Contribute to effective relationships with donors, governmental and inter-governmental agencies, civil society organisations in the region and internationally ● Assist with coordinating the logistics for workshops, seminars, and conferences
Competencies	<p><u>Specific competencies</u></p> <ul style="list-style-type: none"> ● Excellent communication skills – both oral and written – with the ability to communicate effectively with varying target audiences, both specialist and non-specialist ● Writing for various formats e.g., reports, policy briefs, media articles, blogs, PowerPoints, posters, and flyers ● Demonstrated practical experience in press outreach and digital communications ● Strong understanding of social media and experience creating social media content and managing social media platforms ● Website development, content management and maintenance ● Basic graphic design ● Basic video editing ● Copy editing skills ● Development and implementation of communication plans and campaigns ● Conduct of knowledge, practice, and attitudes (KAP) surveys ● Fluency in English (written and spoken), proficiency in Spanish, French and Creole desirable <p><u>General competencies</u></p> <ul style="list-style-type: none"> ● Proven ability to manage competing priorities well ● Proven ability to prioritise work appropriately ● Proven ability to pay attention to detail ● Able to work independently and proactively with minimal supervision ● Demonstrated commitment to the Institute's values ● Team player who can work effectively in multi-disciplinary teams and learn from others' perspectives ● Accountable – willing and able to accept responsibility and take initiative ● Highly organised ● Demonstrated ability to work effectively with people at all levels ● Flexible and adaptive

Education and training	<ul style="list-style-type: none">• Bachelor's degree in communication.• Formal training in communication for environment or development communication or demonstrable work experience• Training / certification in copy editing and/or developmental editing• Training in graphic design, video and podcast production as well as website development will be desirable.
Work experience	<ul style="list-style-type: none">• At least three years' work experience in a similar position.• Experience working in the Caribbean.• Experience working in a research or civil society environment will be an asset.
Travel requirements	The Communications Officer may have to engage in work-related travel up to three weeks per year, usually for no more than one week at a time.