

Bhutan Trust Fund for Environmental Conservation

Terms of Reference for Communication Officer

OVERVIEW

Position Title	:	Communications Officer
Employer	:	Bhutan Trust Fund for Environmental Conservation (BTF)
Work station	:	Thimphu, Bhutan
Employment type	:	Regular
Position Level	:	SO-II (P3/SS2)

1. INTRODUCTION

Founded in 1991, Bhutan Trust Fund for Environmental Conservation (BTF) is the first of its kind in the world involving partnership of government and donors specifically committed to environmental conservation under the auspices of the Royal Charter, 2021.

The primary function of BTF is to manage its endowment prudently, ensure its growth and provide funding for the promotion of social welfare through environmental conservation by supporting activities for preserving biodiversity, mitigation and adaptation of climate change, enabling human wildlife coexistence and addressing adverse environmental impacts of development on the environment.

BTF's strategic plan, which is updated periodically, is aligned with the overall national priorities for environmental conservation. It ensures that the program support activities are in line with the strategic plan. Since its inception, BTF has provided substantial funding toward establishing protected areas network in the country, capacity building, and supporting smart environment friendly initiatives that have integrated conservation and social development targets and demonstrated the feasibility of a trust fund mechanism to support long-term, sustainable financing of environmental conservation for Bhutan.

2. THE POSITION

Reporting directly to the MD, the Communication Officer (CO) shall be responsible for successfully raising the profile, building audiences and effectively communicating BTF's mission, vision and work to meet strategic and operational objectives. S/he will be responsible for but not limited to the duties outlined below, as directed by the MD and/or the Management Team-BTF.

3. RESPONSIBILITIES

The primary responsibilities of the Communication Office are, but not limited, to the following.

Strategic responsibilities:

1. Ensure successful implementation of BTF's communication strategy;
2. Coordinate implementation of BTF's fund raising efforts and support fundraising activities to increase the Fund's endowment;
3. Build BTF's position in the fields relevant to its strategic areas of interest;
4. Produce reports on topics of interest to BTF;
5. Undertake advocacy activities and publications as directed by the Management Team.

Communications responsibilities:

1. Undertake PR activities and disseminate information to the Secretariat and other stakeholders and agencies via well-defined networks;
2. Suggest and create information on fund raising opportunities based on fund raising strategic plan;
3. Provide technical advice and support to team leaders and other staff in planning and developing relevant information and communications products;
4. Identify and implement public relations and provide support for advocacy, monitoring and evaluation;
5. Be responsible for the compilation and finalization of annual report;
6. Coordinate internal communication to members;
7. Create contributions for journals and newsletters;
8. Oversee production of an internal newsletter and /or articles;
9. Oversee the design and contents of BTF website, ensuring that contents are regularly updated and promoted;
10. Manage social media presence;
11. Draft and prepare press release for external dissemination;
12. Create and execute communications strategies for specific projects, campaigns, and events;
13. Proofread and edit documents for public releases;
14. Monitor press coverage;
15. Initiate and implement communication activities for BTF;
16. Coordinates closely with staffs of all divisions, especially the Program Division, for preparation of program publications and advocacy articles;
17. Interacts and collects relevant information from the field, for generating publication materials;
18. Interacts to maintain contact with government, non-government, international organizations or donor agencies- for fund raising initiatives and programs.

4. QUALIFICATION AND EXPERIENCE

Prerequisites to apply for the post:

- a) Minimum of Bachelor's degree (full time) from a recognized university;
- b) Master's degree in mass communications with minimum of nine (9) years working experience of which minimum of three (3) years of experience in relevant field - public relations, designing and producing publications-especially reports and briefings;
- c) Highly skilled in conceptualizing, writing and advocating to mass audiences
- d) Excellent command of written and spoken English
- e) Excellent knowledge of standard office applications (word processing, email, internet)

5. COMPETENCIES

- a) High degree of creativity and tolerance for field work under difficult conditions
- b) Cross-cultural sensitivity with demonstrated diplomatic skills
- c) Good academic background to be able to publish articles in professional journals or participate in professional associations
- d) Willingness to travel
- e) Thrive in a small team and work well independently
- f) Have a strong proactive work ethic, be very committed with a high level of motivation and ability to work independently
- g) Strong interpersonal and communications skills

6. TERMS OF EMPLOYMENT

Regular employment

7. SALARY AND OTHER BENEFITS

Position	Basic Pay			House Rent Allowance (Fixed)	
	Minimum	Increment	Maximum	%	Amount
Communications Officer	36,810	1,840	73,610	20%	7,360

Other benefits and entitlements shall apply as per BTF's Service and Operations Manual.

*** Remuneration may commensurate with candidate's experience in relevant fields, through negotiations.**

8. MANDATORY DOCUMENTS (required to submit along with application)

- i. Job Application Form with covering letter (*available on BTF website*)
- ii. Curriculum Vitae with details of work experience and position held over different time periods.
- iii. Authenticated copy of Degree certificates.
- iv. Copy of valid Citizenship ID Card.
- v. Valid Security Clearance Certificate (approved online).
- vi. Valid Audit Clearance, if applicable.
- vii. Names and contact details of two professional (non-family related) referees including one from the current/latest employer.

Non-submission of any of the above documents may lead to rejection of application.

Additionally, the following documents shall be produced by the candidate selected as CO, prior to his/her appointment:

- i. No objection certificate letter from the employer, if currently employed.
- ii. A valid medical certificate
- iii. Any other relevant certificates