

Terms of Reference

Position title:	Caribbean BluEFin Project Communications Consultant
Location:	Flexible within the Caribbean
Part time	24 hours a week

I. BACKGROUND

The Caribbean Biodiversity Fund (CBF) is a regional environmental fund whose mission is “to ensure continuous funding for conservation and sustainable development in the Caribbean.” Established in 2012, and with a flexible structure, the CBF is designed to accommodate the receipt, investment, distribution and monitoring of conservation funding throughout the region. Currently, the CBF has three programs: (i) a Conservation Finance Program, anchored by a USD 75 million endowment fund and (ii) a Climate Change Program, focused on Ecosystem-based Adaptation (EbA), with a USD 75 million sinking fund and (iii) a Nature Based Economies Program, focused on Advancing Circular Economy principles, with a USD 25.5 million sinking fund.

Under the Conservation Finance Programme, the CBF provides financial resources through eligible National Conservation Trust Funds (NCTFs) who lead the grant-making at the national level. Activities financed under this program may include, but are not limited to, support for PAs management and establishment (including management plans), infrastructure within and outside PAs for natural resources management, environmental education, community engagement, environmental policy, and research. The NCTF beneficiaries can include government, NGOs, small private associations, and research and academic institutions. The Conservation Finance Programme includes an organisational development component aimed at strengthening the network of conservation trust funds that are part of the Caribbean Sustainable Finance Architecture ("the Architecture").

The CBF and/or its consultants are guided by policies and procedures including, but not limited to the [Code of Conduct](#), [Environmental and Social Management System \(ESMS\)](#), [Gender Policy](#), [CBF Grievance Mechanism](#), UNEP [Stakeholder Response Mechanism](#), and CBF [Operational Manual](#). More information about the CBF can be found at caribbeanbiodiversityfund.org

About the Caribbean Blue Economy Financing (BluEFin) Project:

CBF Secretariat

c/o Oakwood Corporate Secretary Limited
 3rd Floor, 1 Ashley Road,
 Altrincham, Cheshire WA14 2DT,
 United Kingdom
 UK Registered Charity: 1149889

c/o National Conservation Trust Fund of Jamaica
 60 Half Way Tree Road,
 Kingston 10,
 Jamaica
 JA Registered Company: 2115

The Caribbean BluEFin project is an institutional project within the Conservation Finance program. The project's objective is to create and strengthen nature-based Blue Economy opportunities and approaches in the Caribbean through innovative financing mechanisms.

- **Duration of project:** 48 months (4 years).
- **Budget:** GEF - U\$ 6 M, with cash co-financing of U\$ 28,270,000 from the German Development Bank (KfW), U\$ 4.4 M from AFD / FFEM, and in-kind co-financing of U\$ 4.2 M and U\$ 3.3 M from GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit).

The Caribbean BluEFin project will support the implementation of sustainable blue economy activities in order to mobilise additional funding for the conservation of coastal and marine resources in the Caribbean.

This project is executed by the Caribbean Biodiversity Fund (CBF), financed by the Global Environment Facility (GEF) through the United Nations Environment Programme (UN Environment), with co-financing from the French Fund for the Global Environment (FFEM), the French Agency for Development (AFD) and the German Development Bank (KfW).

Blue economy initiatives are in early stages in the insular Caribbean region. The Caribbean BluEFin project was designed to tackle the identified barriers that lead to a situation of limited financial resources invested in marine and coastal ecosystems and the inadequate consideration of the value of these ecosystems' goods and services. The alternative scenario is to have a nature-based blue economy developed in the Caribbean through the implementation of new ocean financial mechanisms that engage the private sector. This will be achieved with the Caribbean Sustainable Finance Architecture playing an active role in the five project countries—Saint Lucia, Saint Vincent and the Grenadines, Grenada, Dominican Republic, and The Bahamas—to engage stakeholders and raise awareness around the sustainable blue economy concept.

The desired impact is to contribute to an increment in the level of investments in sustainable practices by the economic sectors that use and depend on the marine and coastal ecosystems. With additional financial and technical resources, increased participation of the productive sectors and improved coordination among regional initiatives, this project will create and strengthen blue economy opportunities and approaches, generating transboundary benefits that support the conservation of the Caribbean Large Marine Ecosystem.

For that, the project is structured in five components with key expected outcomes, as follows:

Project components	Project Outcomes
Component 1: Utilising blue economy principles to develop regional Caribbean Ocean financial mechanisms (FMs), with a focus on private and productive sector partnerships.	Outcome 1.1. Improved access to funding through Blue Economy interventions and generation of resources from regional financial mechanisms targeting national and regional marine and coastal priorities.
Component 2: Enabling systems created and supported in order to facilitate private sector participation in Caribbean Blue Economy opportunities.	Outcome 2.1. Improved business practices and enabling policies for Private Sector participation in the blue economy and business opportunities.
Component 3: A regionally based Blue Economy Hub developed to provide socioeconomic opportunities which support marine and coastal conservation and sustainable use	Outcome 3.1: Information on blue economy and business opportunities in the Caribbean is available to encourage new partnerships and investments that improve marine and coastal biodiversity conservation and sustainable use.
Component 4: Socialising, scaling, and replication of the BlueFin approach regionally.	Outcome 4.1 Increased knowledge about blue economy business opportunities, valuation and decision tools and sustainable finance mechanisms socialised with relevant stakeholders to replicate and scale-up BE initiatives in the Caribbean.
Component 5: Monitoring and Evaluation	Outcome 5.1: Efficient and timely project execution, monitoring and evaluation process carried out in support of Components 1 to 4 activities, and corresponding improvement of project execution as appropriate

This project is highly relevant and it is aligned with the GEF-7 International Waters (IW) Focal Area [objective](#) 1 (Strengthening National Blue Economy Opportunities). The proposed actions which will be delivered through public-private partnerships will help countries in identifying sustainable investments within the blue economy space and in transforming the private sector practices, resulting in improved health of the marine and coastal assets in the five target countries. This is aligned with the GEF-7 strategy emphasis on promoting integrated,

cross-sectoral partnerships and diverse coalitions for driving systems level change. The global environmental benefits derived from this project will result in a wide range of socio-economic benefits at the national and local levels, which may include improved livelihood options, increased food security, climate change mitigation and adaptation, and gender equality.

Institutional Arrangements

The implementing agency is the United Nations Environment Programme and the executing agency is the Caribbean Biodiversity Fund. Project management, and governance and oversight undertaken through several institutions:

More information about CBF and Project Communications

The Caribbean BluEFin project will build upon several existing [CBF resources](#), including the organisation's Communications Plan, Stakeholder Engagement Plan, brand guidelines and a curated image and video database that supports consistent visual branding across all platforms. These resources provide a foundation for coherent messaging, targeted outreach, and effective visibility for project activities in line with CBF, UNEP, and GEF guidelines. However, the scale and scope of the project also demand strengthened knowledge management systems to ensure timely documentation, storage, and dissemination of materials such as policy briefs, case studies, toolkits, and multimedia assets. A dedicated approach to organising and sharing these resources will be essential to facilitate collaboration, track engagement, and maintain a consolidated repository that supports replication, scaling, and long-term impact.

II. SUMMARY OF SERVICES

The Caribbean Biodiversity Fund (CBF) seeks a Communications Consultant with demonstrated experience in content creation, digital media management, and visual storytelling.

The Caribbean BluEFin Project Communications Consultant will contribute directly to the Caribbean BluEFin Project, and provide targeted communication support to the CBF and its Conservation Finance Program. The Communications Consultant will be responsible for assisting in implementing the project's communication and knowledge strategies in line with GEF and UNEP guidelines and the CBF's overarching Communications Strategy.

Working under the guidance of the BluEFin Project Technical Officer and the Conservation Finance Program Manager, in collaboration with the Caribbean BluEFin Project Coordination Unit (PCU) and the CBF Communications Officer, this Communications Consultant will develop and manage internal and external communications tools, support the development and

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dissemination of knowledge products, and assist with visibility and branding efforts across participating countries of the Caribbean BluEFin project.

This consultancy supports project execution through year-specific communication goals—raising awareness, strengthening engagement, promoting advocacy, and consolidating regional impact.

Eligibility: This opportunity is open to individuals only; consulting firms and consortiums are not eligible. No subcontracting is allowed.

Mobility requirement: The CBF operates as a registered organisation¹ with employees and consultants working remotely within the Caribbean region. There are employees from and/or within countries such as Barbados, Belize, Curaçao, the Commonwealth of Dominica, the Dominican Republic, Mexico, Jamaica, Saint Lucia, Trinidad and Tobago, Sint Maarten, and St. Vincent and the Grenadines. The CBF operates as a registered organisation² with employees and consultants working remotely within the Caribbean region. This role requires work from home and the ability to travel across the region for meetings and site visits.

Term and Hours: This position is a two-year posting with a performance review after the first three months. The incumbent will be employed part-time to the CBF and be required to work 24 hours per week.

Budget: Compensation will be established within a budget of USD 20,000 annually.

III. DUTIES AND RESPONSIBILITIES

The Communications Consultant will be responsible for the following core duties:

Strategic Communications and Implementation

- Support the execution of the Caribbean BluEFin Communication and Knowledge Plan, ensuring alignment with CBF's overall communications strategy and UNEP and GEF requirements.
- Develop and maintain a coherent project identity and messaging across all platforms and publications including factsheets, key messages, and visual branding.
- Develop and implement communication strategies based on yearly objectives including on awareness, equitable stakeholder engagement, advocacy, and regional influence that ensure diverse representation.

¹ Registered in the UK as a Charity and in Jamaica

² Registered in the UK as a Charity and in Jamaica

Content Development and Media Engagement

- Draft content that includes but is not limited to press releases, blog entries, newsletters, social media posts that highlights project activities, milestones, success stories, lessons learned and regional impact.
- Support design editing and layout of communication materials using Canva and or Adobe Creative Suite using approved templates.
- Maintain a strong digital presence for the Caribbean BluEFin project, in collaboration with the CBF Communications Officer via the organization's website, social media channels, partner networks and stakeholders.
- Coordinate earned media coverage including interviews, feature stories, and broadcast opportunities to promote the project across the region.
- Provide communication support for the Caribbean Blue Economy Hub including but not limited to assisting in promotion, generating presentation materials, translations, and visual design of digital content.
- Assist with translations and localization coordination (English/Spanish/French).

Digital Platform Management

- Regularly update information related to the Caribbean BluEFin project on the CBF website as needed in collaboration with the ITC and Communications Officers.

Knowledge Management and Dissemination

- Support the documentation, packaging, and dissemination of knowledge products, such as toolkits, case studies, policy briefs, and reports, ensuring IW:LEARN compliance.
- Assist with tracking analytics of key performance metrics related to the Caribbean BluEFin project communication outputs and activities.

Event Management and Support

- Support regional engagement related to the Caribbean BluEFin Project including virtual and in-person events.
- Organize and promote events such as webinars, forums, and other knowledge sharing exchanges as part of the Caribbean Community of Learning in Conservation Finance. This may include but not is not limited to:
 - Maintaining and expanding the project's contact database.
 - Assisting with securing internal or external speakers and special needs to enable their full participation.
 - Assisting with the coordination of translation services for project related events.
 - Assisting with developing presentation materials.

Internal Coordination, Record Keeping, Monitoring and Evaluation, and Reporting

- Collaborate closely with the Caribbean BluEFin PCU, national partners, and consultants to track and align communication outputs with project deliverables and indicators.
- Maintain records from virtual and in-person engagements that are related to the project's communication outcomes such as working group meetings, regional dialogues, consultations, and learning events.
- Maintain a shared digital repository of project communications assets, templates, and brand materials via the Zoho Platform and or Google Drive.
- Support ad hoc, quarterly and annual reporting on communications activities including contributions to project presentations, UNEP Quarterly Progress Reports, Project Implementation Reports (PIRs) and Mid-Term Reviews (MTRs).
- Prepare regular reports including monthly, quarterly and annual for the project's communications activities supported by the consultant.

Cross-Project Support

- Provide communication support to other CBF initiatives as needed, particularly in developing cross-cutting materials or identifying synergies in messaging and visibility between the Caribbean BluEFin project and wider organization.
- Assist with updates and inputs for donor communications and reporting across both Conservation Finance and Caribbean BluEFin projects.

IV. REQUIRED EXPERIENCE, COMPETENCIES AND SKILLS:

All candidates must have knowledge in inclusive communication and provide evidence of the following:

Minimum Qualifications and Experience:

- Bachelor's Degree in Communication studies, Digital communications, Public Relations, Marketing, Journalism or related field, from a recognized university.
- At least three (3) years proven experience in communications and/or public relations, preferably in the context of conservation or environmental projects.
- The following will be considered advantageous:
 - experience with environmental conservation project communications;
 - region-wide Caribbean experience;
 - knowledge and experience in gender-responsive communications.

Core Competencies and Skills:

Language Skills

- Exemplary verbal, written and speaking skills in English.
- Advanced or intermediate level Spanish (conversational, reading and writing) is a strong asset.

Relationship Management | Interpersonal | Behavioral Skills

- **Accuracy:** Detail oriented. Ability to generate correct material.
- **Timeliness:** Ability to meet self-imposed, internal team and externally allocated deadlines.
- **Job Knowledge:** Ability to carry out job responsibilities with the competence, expertise, efficiency, effectiveness, and integrity expected of a professional.
- **Dependability:** Performs work at a high quality and delivers by the timelines indicated or requested.
- **Flexibility:** Adaptability - Ability to navigate complexity and accept uncertainty. Ability to be well organized in a dynamic work environment.
- **Independent Action:** Willing to undertake actions and decisions in an independent manner and assume the responsibility for them.
- **Cooperation:** Interpersonal and Communication - Ability to work collaboratively with diverse co-workers, stakeholder groups and organisations to achieve organisational goals. Share pertinent resources in a timely manner. Conveys third party communications accurately.

- **Courtesy:** Ethics, Gender and Harassment - Applies principles of ethics, transparency and non-discrimination and displays cultural, gender, religion, race, nationality and age sensitivity and adaptability. Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment. Treats all people with courtesy, and fairly without favouritism.
- **Attitude to Work:** Problem Solving and Conflict Resolution - Capacity to solve problems or conflicts in an assertive manner often with limited information and under pressure. Proactive.
- **Discipline:** Planning and Administration - Ability to develop and carry out a project plan efficiently focused on delivering the expected results of the project.
- **Leadership:** Ability to undertake actions, decisions, and achieve results in an independent manner and assume the responsibility for the actions taken. Assertiveness.
- **Innovation and Creativity:** Learning - Ability to learn, innovate and integrate new knowledge and practices into the work. Actively seeks to improve programmes or services with new and different options to solve problems.
- **Teamwork and Collaboration:** Works collaboratively with colleagues. Considers the needs of the team, anticipating them, and acting accordingly within the framework of the project. Express/recognize ideas, opportunities, and communicate goals and objectives clearly.

Technical Skills

- **Communications Project Administration:** Demonstrated experience developing and implementing Communications Strategies and Action Plans. Demonstrated familiarity with technical and nontechnical considerations for collaterals related to audience age, language, accessibility needs, situational context, gender impact assessment etc.. Knowledge of grammar and spelling, and publishing standards, e.g. APA citation style. Experience with technical writing is an asset.
- **Project Coordination Support:** Demonstrated experience in virtual project coordination and support services for remote staff and teams.
- **Records Management:** Demonstrated experience in organising and drafting documents such as images, reports and presentations. Skills in record creation, retrieval and receipt, classification (e.g. tagging images, inserting watermarks), filing, and retention, disposal or archiving are assets. Knowledge of policies, procedures and best practices related to the development and use of communication products is required, e.g. intellectual property, right to use of images, and consent forms are required.
- **Event Organising:** Demonstrated experience in oversight and management of planning and logistics of in-person, hybrid and virtual events.

- **Stakeholder Engagement:** Demonstrated experience working with various stakeholders and facilitating inclusive participation in consultations and meetings. Experience in liaising with donors would be an asset.
- **Technology Proficiency:** Strong command of technology solutions and common software including Microsoft Teams, Word, Excel, PowerPoint; Google Docs, Slides, Forms, Meet and Sheets; Zoom. Experienced using social media platforms (e.g. Instagram, X/Twitter, Facebook, LinkedIn). Experienced using specialized information management and digital communications software, platforms and design tools (e.g. MailChimp, Adobe Creative Suite, Canva). Familiarity with website content management systems (e.g., WordPress), including content uploading and basic formatting. Experience with video editing technology is an asset. Knowledge and experience with ZohoOne will be an asset.

V. HOW TO APPLY:

To apply, please submit the documents listed below to the CBF at:

secretariat@caribbeanbiodiversityfund.org

Application documents:

- Cover letter that specifically references your strengths in the areas noted.
- Full Curriculum Vitae or Resume
- Contact information for three sources of references
- Two examples of sample work related to the needs of this Terms of Reference.

All applications must be received by **11:59 p.m. US AST (GMT-4) on November 10, 2025** for consideration. Late applications will be automatically eliminated from consideration. The expected start date for the position is January, 2026.

Selection Process:

- All complete applications will be reviewed by a Selection Committee against the assessment matrix found below.
- The top three candidates will be invited to participate in an interview. Interviews are tentatively scheduled for November 2025.

Evaluation Criteria and Assessment Matrix

Evaluation Assessment Matrix: BluEFin Project Communications Consultant	
Criteria	Max Score
1. Minimum Requirements & Experience	25
Bachelor's in Communications, PR, Journalism, Marketing, or related field	10
At least 3 years in communications/PR (preferably environment or conservation)	15
2. Technical & Functional Skills	45
Communications Project Administration (strategies, knowledge products, messaging, branding)	10
Content Development & Media Engagement (press, social, design tools, digital marketing)	10
Event Organizing & Stakeholder Engagement (virtual & in-person, inclusivity, donor liaison)	10
Records Management & Reporting (repository, reporting, IW:LEARN compliance)	5
Technology Proficiency (MS Office, Google Workspace, Canva/Adobe, Wordpress, ZohoOne)	10
3. Core Competencies	20
Language proficiency – English (advanced)	10
Spanish or French proficiency (conversational+)	5
Inclusive and gender-responsive Communication	5
4. Relevant Regional Experience	10
Demonstrated experience in Caribbean region projects and or communications	10
TOTAL	100