

**Terms of Reference (TOR) for Advocacy and Communications Consultant-
Implementation of the Framework for a Pacific Oceanscape (FPO)**

Position Title: Advocacy and
Communications Consultant

Position Location: Consultant may work
remotely, with base at PIFS Headquarters,
Suva, Fiji

Position Scope: Part time over a period of
12 weeks

Date posted: 17 April 2015

Deadline: 4 May 2015

1. Background:

The Pacific region derives significant economic, social and cultural benefits from the Pacific Ocean. Pacific Island Countries and Territories (PICTs) identify ocean resources as a major opportunity for economic development, not just through fisheries but also through non-extractive practises such as tourism and transport. There is also the intangible significance of the ocean to our identity, culture and history as people of the sea.

The *Pacific Islands Regional Ocean Policy* (PIROP), endorsed by Pacific Islands Forum Leaders in 2002, and *the Framework for a Pacific Oceanscape* (FPO), endorsed by Leaders in 2010, are the key policy tools for Pacific Ocean management, setting out the priorities and objectives of the region, and guiding activities towards achieving these goals.

The PIROP and the FPO outline a vision for a secure future for PICTs based on sustainable development, management and conservation of the Pacific Ocean. The overriding intent of the more recently approved FPO is to catalyse action and political will to ensure the sustainable development, management and conservation of the diverse ocean and island ecosystems within our region.

The FPO called for the appointment of a Pacific Ocean Commissioner to act as a champion for the region, providing the necessary high level representation and commitment urgently required to ensure dedicated advocacy and attention to ocean priorities, decisions and processes at national, regional and international levels, including the FPO. Dame Meg Taylor, the Secretary General of the Pacific Islands Forum Secretariat (PIFS), holds the position of Pacific Ocean Commissioner. The Office of the Pacific Ocean Commissioner (OPOC) has been established within PIFS to provide dedicated professional support to the Commissioner.

As the Ocean is a cross-cutting thematic development priority, strengthened coordination and collaboration across and between the various sectors of ocean development, by the range of many, different stakeholders, is vital. To address this challenge, the FPO recommends the development of a regional ocean alliance. The Pacific Ocean Alliance was launched at SIDS 2014 and is facilitated by the Pacific Ocean Commissioner, with secretariat support provided by OPOC.

The Alliance will provide effective policy coordination and implementation, facilitate regional cooperation for the high seas, and provide support for strengthening national ocean governance and policy processes.

2. Objectives of the Assignment

The overall objective of the consultancy will be to develop an “Advocacy and Communication Strategy” for the Framework for a Pacific Oceanscape (FPO), with a particular focus on elevating the role of the Pacific Ocean Commissioner (POC) and implementing the Pacific Ocean Alliance in this effort.

This Consultant will play a critical role in designing an Advocacy and Communications Strategy for FPO, which will advise on appropriate communications strategies, platforms and tools for the purposes of:

- Raising the profile of the FPO, especially its purpose and progress of implementation;-
- Raise the profile of regional ocean priorities and achievements as they arise, as relevant to implementation of the FPO;-
- Effective advocacy by the POC and OPOC;-
- Effective knowledge sharing and relationship building by the Pacific Ocean Alliance;-
- Facilitating coordination and connections between stakeholders.

The advocacy and communications will seek to address all stakeholders with an interest in the Pacific Ocean. This may include (but is not limited to): National and local government officials, ministers and leaders, international and regional organisations, donors, the private sector, civil society, NGOs and research institutions. Messages and approaches may need to be tailored for different stakeholders and through different mechanisms (e.g. POC compared with POA).

3. Scope of Work

The core role of the Consultant is the development of strategic, context appropriate communications initiatives and approaches for the FPO. The consultant will be expected to undertake the following tasks:

- Coordinate with members of the Office of the Pacific Ocean Commissioner and the Pacific Islands Forum Secretariat
- Facilitate consultation with specified stakeholders (OPOC, PIFS, Marine Sector Working Group, key Pacific Ocean Alliance partners, relevant CROP agencies (e.g. SPTO)) via meetings, skype, telephone and email taking into account costs efficiencies and timeliness, and identify priority areas and sector appropriate mechanisms for awareness raising and advocacy
- Draft a complete Advocacy and Communications Strategy which should include: clear objectives, messages, allies/partners/stakeholders, monitoring and evaluation framework, implementation plan and potential funding opportunities . A detailed strategy should be

provided for a period of 12 months, and an indicative strategy for the following 24 months (3 years in total).

- Identify and define the specific roles of the Pacific Ocean Commissioner and OPOC, PIFS, the Pacific Ocean Alliance, the MSWG and other stakeholders in the advocacy and communication strategy.
- Work with OPOC to share and consult on the draft Advocacy and Communications Strategy with stakeholders
- Prepare Final Advocacy and Communication Strategy of FPO incorporating comments received.

4. Key qualifications and experience

This position is ideal for a creative communications professional who excels at strategic communications planning as well as project management, problem solving and meeting deadlines. Candidates must have the ability to communicate complex issues in compelling and creative ways to a wide range of audiences.

All applications will be assessed by a panel of evaluators against the following selection criteria:

- 1. All information requested provided by the tender due date as specified in Section 8*
- 2. Available to commence work immediately and on a part time basis over a period of 12 weeks*
- 3. Do not appear on the World Bank's listing of 'Listing of ineligible firms' or 'Listing of firm's letters of reprimand'*
- 4. Undergraduate or higher qualification in communications, media, politics or other relevant degree. If no degree then more than 5 years relevant work experience is required*
- 5. Methodology, workplan and timelines are effective, clear and logical*
- 6. Demonstrated experience in political advocacy*
- 7. Demonstrated experience in the communication of natural resource and/or ocean issues*
- 8. Demonstrated experience and knowledge of consultation and advocacy methods appropriate to the Pacific region*
- 9. Excellent written and oral communications skills*

10. Demonstrated experience in developing and implementing strategic communications campaigns

11. Price

Applicants will be notified of the outcome within 2 – 3 weeks of the call for tender due date.

5. Key deliverables:

The consultant will work closely with the Office of the Pacific Ocean Commissioner at the Pacific Islands Forum Secretariat. The consultant should submit the following key deliverables:

1. Work plan to complete the assignment including indicative draft dates and review periods
2. Draft annotated table of contents for the strategy for feedback;-
3. Consultation plan;-
4. Two drafts of the Advocacy and Communication Strategy for feedback.

The OPOC will provide a single set of consolidated comments for each draft received.

6. Duration of task completion

The assignment should be completed within 12 weeks of commencement date.

7. Payment Milestones

The payment will be made as follows:

1st installment: 20% (after signing the agreement)

2nd installment: 40% (after submission of first full draft Advocacy and Communication Strategy)

3rd installment: 40% (after submission of final deliverables)

8. Procedure for submission of expression of interest:

Interested applicants should submit below mentioned documents:

1. Project proposal outlining indicative methodology, timeline/delivery dates and a quote (no more than three pages)
2. Examples of previous work if available
3. An updated CV
4. An application letter including consultancy fee (daily rate) and contact information for three work related referees.
5. Either a financial statements, letter from bank or from referee clients to indicate financial solvency

6. Signed statement that you are not involved in any court proceedings which may affect your ability to conduct business or deliver goods or services tendered

Proposals to be submitted via email to Tender.Ocean_Comms@forumsec.org by **4 May 2015** (Suva, Fiji time) with the subject line: **Ocean Advocacy and Communication Strategy**.

A contract will be awarded and drafted to the successful bidder in accordance with the Forum Secretariat's conditions for consultancy contracts.

In the event that further information is required in relation to the tender proposal, the Secretariat reserves the right to seek the required information without the need for calling for resubmission of proposals

For any service provider requiring clarification relating to the scope of work and submission of proposals or evaluation process should do so by contacting Ms. Simone Stevenson, Ocean Management Officer at simones@forumsec.org, or contact 331 2600 ext 2276.

Only short listed applicants will be contacted.