

## **TERMS OF REFERENCE**

### **Communications Consultant**

### **PAHO/WHO Subregional Program Coordination Office for the Caribbean**

#### **Background and Rationale:**

The Pan American Health Organization/World Health Organization's Subregional Program Coordination Office for the Caribbean (SPC) supports the health agendas of various integration mechanisms to achieve Caribbean countries' health development goals guided by PAHO's Strategic Plan 2020-2025. The Subregional Coordination Program is PAHO's primary interlocutor with CARICOM, its regional institutions and other key Caribbean partners.

Over the last three years, PAHO's work in the subregion has been guided by the outgoing Subregional Cooperation Strategy (SCS) 2016 – 2019, which is aligned with CARICOM's Caribbean Cooperation in Health IV (CCHIV), regional frameworks and strategies and contributes to the PAHO Strategic Plan 2020-2025.

The Subregional Coordination Program brokers knowledge, facilitates key dialogues, mobilizes resources, and guides policy development through technical expertise. It complements the efforts of PAHO Country Offices and bridges crucial gaps between global /regional mandates and country level capacity. By cultivating partnerships and designing and implementing cross-sectoral approaches, PAHO achieves vital development cooperation in all aspects of public health efforts in the Caribbean. The deployment of integrated, multi-stakeholder collaborations reflects the dynamic responses needed to address the region's public health and development challenges. Harmonizing multi-sectoral efforts and implementing work inter-programmatically, reduces duplication of efforts, makes more efficient use of resources and fosters a greater spirit and system of cooperation for Caribbean public health.

Communication and health promotion efforts are critical to the work of the office and assists in highlighting the work of the Pan American Health Organization as it offers technical cooperation and advice to the Caribbean subregion.

#### **Duties and Responsibilities:**

Under the supervision of the Subregional Program Director, Caribbean, SPD- PAHO/WHO, and in close collaboration with the subregional Advisors and the Communications and Visibility Coordinator (International PAHO Consultant), the Contractor will undertake the following responsibilities:

- Increase awareness of the work and achievements of the Caribbean subregional office and promote greater knowledge among key stakeholders and the general public.
- Research background material to be used in the preparation of correspondence and/or reports, assembling correspondence for mailing, etc.
- Foster greater information and knowledge exchange with key stakeholders, development partners, NGOs and civil society on health issues.
- Support the development of a communication plan for the sub regional office.
- Produce and support the creation of communication materials related to the work of the Caribbean subregional office for the regional website and for inclusion in Caribbean newspapers, blogs, social media and other digital platforms. This will include but not limited to topics related to climate change and health, the promotion of COVID-19 vaccines and other prevention measures.
- Assist in the creation of strategies for public health communications and marketing programs and projects.
- Host and assist with the coordination of PAHO events and activities.
- Assist with the revision and editing of texts and/or documents to be published by the PAHO Subregional Program Coordination Office

- Produce and disseminate quarterly newsletter highlighting activities related to the PAHO Subregional Program Coordination Office.
- Provide administrative support functions for communications meetings/conferences as required.
- Contribute to the preparation of reports, correspondence and documents.
- Assist with data collection, tracking and reporting.
- Support the dissemination of C&V products with project partners and maintain a flexible program to adjust to subregional and partner needs.
- Support coordination of media capacity building and engagement.
- Perform other related duties, as assigned.

**Technical Expertise:**

- Strong professional oral and writing skills including the development of communication products, reports, oral presentations and technical documents.
- Strong interpersonal skills, diplomacy and tact to effectively communicate with communication officials, multiple stakeholders and professionals from diverse cultural and professional backgrounds; capacity to build and maintain effective working relationships with internal and external stakeholders, at all levels.
- Skill in developing and implementing health communication projects and approaches.
- Good coordination and time management skills.
- Ability to monitor and evaluate the effectiveness of health communications programs.
- Experience with basic creative design software for the development of communication products.
- Provide administrative and logistics support across projects, including managing project timelines, deliverables, and work plans, and developing meeting notes and monthly project reports.
- Ability to develop and implement communication survey tools and analyze data.
- Implement communication strategies and tactics to reach and engage determined target audiences to increase visibility.

**Qualifications and Experience:**

- a. Master's degree in communications, health communications, communications for development, health promotion or one of the social sciences.
- b. At least 10 years' experience in communications, health communications, communications for development, health promotion or a related field.
- c. Media relations experience and knowledge of the protocols and requirements for the dissemination of information.
- d. Excellent interpersonal and communication skills.
- e. Experience in monitoring and evaluation of health communication programs would be desirable.
- f. Excellent computer skills.
- g. Fluency in written and spoken English; some aptitude in French or Spanish would be desirable.

**Timeframe:**

The programme of work will take place over a period of 5 months from 1 August to 31 December 2021. The Consultant must work full-time (100%) during this period and will telework due to COVID-19. Travel may be required.

**Compensation:**

The Consultant will be contracted using the guidelines for the recruitment of PAHO International Consultants contained in the PAHO/WHO Contractual Mechanism.

**Reporting requirements:**

Under the contract the Consultant is required to have weekly meetings and provide monthly status reports for review by the Project Manager. The consultant is also expected to communicate to the Project Manager on progress and outline any challenges that can potentially affect your work.