

Bhutan Trust Fund for Environmental Conservation
Terms of Reference for Communications Officer

OVERVIEW

Position Title	:	Communications Officer
Employer	:	Bhutan Trust Fund for Environmental Conservation (BTF)
Work station	:	Thimphu, Bhutan
Employment type	:	Regular
Position Level	:	Commensurate with qualification and experience

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.

1. THE POSITION

Reporting directly to the Chief Program Officer, the Communications 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 Managing Director and/or BTF Management.

2. RESPONSIBILITIES

The primary responsibilities of the Communications Officer are, but not limited to:

Strategic responsibilities:

1. Review and ensure successful development and 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 public relation 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 website content and 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.

3. QUALIFICATION AND EXPERIENCE

Prerequisites to apply for the post:

- a) Minimum Bachelor's degree (full time) from a recognized university.
- b) Highly skilled in conceptualizing, writing and advocating to mass audiences;
- c) Good command of written and spoken English and Dzongkha;
- d) Excellent knowledge of standard office applications (word processing, email, internet).

Advantages for candidates with:

- Academic qualification of master's/higher degrees;
- Experience in fields related to the job responsibilities.

4. COMPETENCIES

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



5. TERMS OF EMPLOYMENT

Regular employment

6. SALARY AND OTHER BENEFITS

Remuneration will commensurate with the candidate's qualification and experience. Other benefits and entitlements shall apply as per BTF's HR and Operations Manual.

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

- i. Cover Letter/Expression of Interest
- ii. Job Application Form (*available on BTF website*)
- iii. Curriculum Vitae with details of work experience and positions held
- iv. Copy of degree and any other relevant certificates
- v. Copy of Citizenship ID Card copy (with valid date)
- vi. Valid Security Clearance Certificate copy
- vii. Valid Audit Clearance, if applicable
- viii. 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 prior to his/her appointment:

- i. No objection certificate letter from the employer, if currently employed.
- ii. Valid medical certificate.