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
Services/ Units	:	IT & Communications Unit
Terms of Employment	:	Regular

1. INTRODUCTION

Founded in 1991, the Bhutan Trust Fund for Environmental Conservation (BTF) was the first fund of its kind in the world, built on a partnership of government and donors dedicated to environmental conservation, and now operating under the auspices of the Royal Charter, 2021.

BTF's primary function is to manage its endowment prudently, grow it sustainably, and provide funding for social welfare through environmental conservation, including preserving biodiversity, mitigating and adapting to climate change, enabling human-wildlife coexistence, and addressing the adverse environmental impacts of development.

BTF's strategic plan, updated periodically, is aligned with national conservation priorities. Since inception, BTF has funded the establishment of the protected areas network, supported capacity building, and backed smart, environment-friendly initiatives that integrate conservation with social development, demonstrating the feasibility of a trust fund mechanism for long-term, sustainable conservation financing in Bhutan.

2. PURPOSE OF THE POSITION

The Communications Officer (CO) leads BTF's efforts to raise its public profile, build engaged audiences, and communicate its mission, vision, and impact to stakeholders, donors, and the wider public. The CO translates BTF's program and fundraising priorities into clear, compelling communications products and plays a lead role in shaping how BTF is understood by government, donors, partners, and the Bhutanese public.

The CO reports to the Managing Director and BTF Management on matters of institutional positioning and high-level messaging.

3. KEY RESPONSIBILITIES

3.1. Strategic Communications:

- Develop, review, and implement BTF's communications strategy in line with the organization's overall strategic plan.
- Produce communications materials that support BTF's fundraising strategy, working with the Environment and Climate Change Services (ECCS), on donor-facing content (this role supports, rather than leads, fundraising negotiations).
- Strengthen BTF's profile and credibility in its core areas of strategic interest through positioning, publications, and outreach.
- Produce reports, briefs, and background papers on topics of interest to BTF.
- Plan and lead advocacy campaigns and publications as directed by the Managing Director/Management Team.

3.2. Media & Public Relations:

- Serve as the primary point of contact for public relations, disseminating information to the Secretariat, stakeholders, and partner agencies through established networks.
- Draft, edit, and issue press releases for external dissemination.
- Monitor press coverage of BTF and relevant sector news, and brief Management accordingly.
- Maintain and grow relationships with journalists, media houses, and relevant professional networks.

3.3. Digital & Publications:

- Manage BTF's social media presence, including content planning, posting, and audience engagement.
- Compile and finalize BTF's annual report.
- Produce and oversee a quarterly newsletter and periodic articles.
- Assist the IT Officer with design, content, and regular updating of the BTF website.
- Write or commission contributions for external journals and newsletters.
- Proofread and edit all documents intended for public release.

3.4. Coordination & Advisory:

- Provide technical advice and support to team leaders and staff on planning and developing communications products.
- Coordinate internal communications to BTF members and staff.
- Work closely with all services, particularly the ECCS, to gather field information and produce program publications and advocacy articles.
- Maintain working relationships with government bodies, NGOs, international organizations, and donor agencies in support of BTF's outreach and fundraising initiatives.
- Design and execute stand-alone communications plans for specific projects, campaigns, or events.

4. KEY DELIVERABLES & REPORTING

4.1 The CO will submit a monthly activity report and workplan to the Managing Director and will be evaluated against the following indicators, to be finalized with Management within the first month of employment:

- Timely publication of the annual report and quarterly newsletters.
- Growth in website traffic and social media engagement, tracked quarterly.
- Volume and quality of media coverage secured.
- Communications support delivered on schedule for fundraising and advocacy initiatives.

5. QUALIFICATIONS AND EXPERIENCE

Prerequisites to apply for the post:

- Required Bachelor's degree (full-time) from a recognized university in communications, journalism, public relations, media studies, or a related field.
- Minimum nine (9) years of working experience, of which at least three (3) years of relevant professional experience in communications, journalism, public relations, or a related area.
- Demonstrated skill in conceptualizing, writing, and advocating to mass audiences.
- Excellent written and spoken English and Dzongkha, with a strong record of published writing.
- Proficiency in standard office applications and common content platforms (e.g., website content management systems, social media management tools, and basic design tools such as Canva or Adobe Creative Suite).

Advantageous:

- Master's degree or higher in a relevant field.
- Prior experience in the environment, conservation, or development sector.
- Experience with donor communications or fundraising-support materials.
- Basic photography, videography, or graphic design skills.

6. COMPETENCIES

- Strong academic and/or professional experience enabling publication in journals or participation in relevant professional groups.
- High degree of creativity paired with strong interpersonal and communication skills.
- Cross-cultural sensitivity and demonstrated diplomatic skills when engaging government, donor, and community stakeholders.
- Sound judgment and composure in crisis or reputationally sensitive communications situations.
- Willingness to travel and tolerance for fieldwork under difficult conditions.
- Strong, proactive work ethic with a high level of motivation and the ability to work both independently and in a team.
- Basic budgeting skills for planning communications and campaign costs.

7. TERMS OF EMPLOYMENT

This is a regular position subject to a six-month probationary period. Continued employment is contingent on satisfactory performance review at the end of probation. Remuneration will be commensurate with the candidate's qualifications and experience; other benefits and entitlements shall apply as per BTF's HR and Operations Manual 2025.

8. 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 position held over different time periods.
iv. Copy of Degree certificate (s) and any other relevant certificates
v. Copy of valid Citizenship ID Card *(with valid period).*
vi. Valid Security Clearance Certificate copy.
vii. Valid Audit Clearance, if applicable.
viii. A valid medical certificate
ix. 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 the rejection of the application.

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

i. No objection certificate letter from the employer, if currently employed.
ii. Any other relevant certificates

9. Equal Opportunity

BTF is an equal opportunity employer and welcomes applications from all qualified candidates regardless of gender, religion, ethnicity, or disability status.