



Communication Specialist

Job grade		Reports to	Project Manager
Directorate	Conservation and Policy	Function	Technical
Contract	Fixed Term Contract	Location	Tuguegarao City, Philippines

Responsibility for resources

Direct line reports	N/A	Responsibility for other resources	N/A
Financial resources	N/A		

Our vision and mission

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

In 2010, the ZSL Philippines Country Office was established as a duly accredited NGO registered under the Securities and Exchange Commission (SEC) as a local branch of ZSL and holds its primary office in Iloilo City with field offices in Cebu, Puerto Princesa, and Tuguegarao.

Over nearly 15 years ZSL Philippines has developed its conservation programme portfolio to include rehabilitation and conservation of mangroves, beach forests and seagrasses; establishment of community-based marine protected areas (MPAs) alongside seahorse conservation; riparian rehabilitation and freshwater conservation to protect the endangered Philippine eels from overexploitation; and conservation of Palawan pangolins and curbing its illegal wildlife trade. Establishment of large-scale offshore MPA and conservation of the endangered Mindoro tamaraw adds to its programme portfolio in 2023-24. These programmes are well supported with robust financial, human resources, and health and safety management structures and systems.

Project Description

The Philippine Rise Ocean Conservation Area (PROCA) project presents an opportunity for ZSL-Philippines to partner with the Department of Agriculture-Bureau of Fisheries and Aquatic Resources (DA-BFAR), Fishery Management Area 1 Management Board (FMA1 MB) and Blue Nature Alliance (BNA) to catalyse the creation of approximately 150,000 km² of new large scale MPA and measurably improve management of approximately 10,000 km² of existing coastal MPAs by June 2027, through the following key interventions:

1. **EBSA to MPA Transition:** Upgrade the Philippine Rise Ecologically and Biologically Significant Area (EBSA) to a LSMPA through a structured stakeholder engagement process, zoning, management planning, and legal designation by September 2026.
2. **MPA Governance:** Stand up an FMA1 Management Office by September 2026 and develop institutional and technical capacity in governing FMA1, including management of the existing coastal MPAs and the proposed LSMPA.
3. **Monitoring and Surveillance:** Develop monitoring, control, and surveillance capabilities for the FMA1 Management that will benefit existing coastal MPAs and new offshore LSMPA.
4. **Sustainable Financing:** Assess sustainable finance options for the long-term management of the offshore LSMPA by June 2025. A potential Phase 2 engagement will be developed upon legal designation of the Philippine Rise LSMPA focusing on advancing the implementation of the selected sustainable finance model.

Purpose of the role

The successful applicant will be based in ZSL Philippines Tuguegarao Field Office, with corresponding travel/fieldwork to project sites in Aurora, Cagayan, Isabel and Quezon provinces and travel to Metro Manila, Iloilo Country office. S/He will work directly with ZSL Philippines PROCA Project Manager and indirectly with ZSL Philippines Country Director and ZSL UK scientific and technical experts, who will provide guidance and overall direction relative to project strategy, approaches and methodologies relative to planning, implementation, monitoring, evaluation and learning.

In coordination with the DA-BFAR, FMA 1 MB, and ZSL Philippines/UK PROCA Project Team and reporting to the Project Manager, the post holder will deliver the responsibilities and implement activities based on agreed upon strategies and approaches, following the approved workplan and budgets to ensure accomplishment of project goals, and objectives. His/her key responsibilities will focus mainly in leading the operational planning, implementation, monitoring and evaluation of communication, education, and public awareness (CEPA) strategy and outreach in targeted communities, sectors and other key stakeholders to build positive behaviour in support of the legal establishment, declaration and management of the Philippine Rise LSMPA.

S/he will implement training and capacity building activities and knowledge, attitude and practices approach in the project sites using proven and tested communication tools to gather qualitative and quantitative information on understanding barriers to behaviour change and raise awareness of and develop champions from local stakeholders, i.e., people's organizations, coastal communities, local governments, BFAR Regional and Provincial offices, FMA 1 Management Board, National Government Agencies, legislature, academe and research institutions and other sectors on the importance of protecting and conserving and the effective management of the fisheries and underwater resources within the newly demarcated Philippine Rise LSMPA.

Key responsibilities

Following ZSL Philippines' Project Scope of Work (SOW) and approved workplan and budget, s/he will undertake the following responsibilities in his/her assigned project/thematic area:

Design and Implementation of Communication Strategy:

- Work closely and effectively communicating with the Project Manager, Project team and UK Scientific and Technical team members to design and implement a cost-effective, knowledge management and CEPA (Communication, Education and Public Awareness) strategy and campaign within the target project sites together with BFAR, local governments and communities.
 - Lead the development of the PROCA project's CEPA strategy, in line with organizational and project objectives.
 - Implement communication plans, utilizing various channels and tools to effectively reach target audiences and to support transformative change and stakeholder engagement.
 - Monitor and evaluate the impact of CEPA activities, adjusting when necessary to optimize results.
 - Support the production and implementation of a CEPA strategy for the organisation, including dissemination targets, identification of audiences, social media, and the development of compelling content.
 - Support the process documentation for the PROCA legal establishment and assist in the crafting of policy-related documents for PROCA
- Lead the production and dissemination of communication messages (news, features, blogs, etc.) about the campaign and the Philippine Rise Ocean Conservation Area (PROCA) project feeding into ZSL communication channels, and other appropriate tri- and social media including knowledge management products.
 - Write, edit and distribute various types of content, including material for a website, press releases, marketing material and other types of content that take the message to the public.
 - Establish, deliver and maintain effective external communication mechanisms including input to annual reports, consultation processes such as community and agency workshop design and delivery and public submissions processes, webinars, website updates, managing and tracking messaging for key announcements, and supporting interagency and stakeholder working groups.
 - Coordinate the production of CEPA materials and publications, including scoping requirements with stakeholders, developing content (written materials, images, video and audio), coordinating approvals and disseminating the final product.

Training and Capacity Building

1. Support the Project Manager and Project team in the delivery and implementation of training and capacity building program for BFAR, FMA 1 Management Board, and LGU staff; community MPA managers, academics, or researchers following the training needs

assessment undertaken by the FMA 1 Secretariat or as identified in the process of project implementation.

2. Support the creation and implementation of the overall ZSL-Ph communication strategy in coordination with the ZSL communications team
3. Co-facilitate communications trainings or clinic for staff development within ZSL-Ph

Project Management

- Input into monthly, quarterly and annual progress reports and key performance indicators (KPIs), and technical reports in co-ordination with the Project Manager, for review by the Country Director and other ZSL Scientific and Technical Experts Head based in UK.
- In collaboration with the Project Manager, support the development of new aspects of the project in line with ZSL's strategic plan.
- Develop and maintain effective internal communication mechanisms such as Microsoft Teams, newsletters, online updates, staff briefings, internal working groups, and support briefings for NGA partners, government
- Prepare and manage the project's communication budget
- Maintain communication and relationships with internal and external stakeholders (including maintaining systems to track stakeholder contacts and input) to identify opportunities for collaboration, and influence and negotiate communication requirements.

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Person Specification

Experience	
Essential	<ul style="list-style-type: none"> • University degree in mass/development communication, journalism, social or behavioural sciences, marketing, advertising or other relevant field. • Demonstrated experience in multi-media communications, stakeholder engagement, and project management. • Excellent written and verbal communication skills, with the ability to tailor messaging to different audiences. • Proficiency in database management and experience with communication tools and platforms • With at least three (3) years in experience in running conservation education and outreach; behaviour change advocacy or campaigns and engaging local stakeholders, preferably, but not necessary, in the context of community-based marine resources or fisheries management in the Philippines.

	<ul style="list-style-type: none"> • Proven ability to work effectively with teams and senior managers and independently and manage different priorities with remote and less supervision.
Desirable	<ul style="list-style-type: none"> • Preferably, but not necessary, with experience and general knowledge on MPA establishment and management, fisheries management areas, fisheries laws. • Experience in projects funded by bilateral or multilateral donor organizations (e.g., UNDP, UNEP, UKAid, USAID, IKI, EU, etc.) is an advantage. • Work experience in NGO setting is an advantage.
Knowledge and skills	
Essential	<ul style="list-style-type: none"> • Excellent written and spoken English and Tagalog. • With familiarity on visual design tools and editing tools and applications such as Adobe Photoshop, Adobe Illustrator, MS Publisher, and MS PowerPoint including GIS applications such as QGIS, ArcGIS, etc. • Highly computer literate particularly in MS office packages (e.g., Word, Excel, Powerpoint, and MS Teams). • Develop compelling content and engagement techniques. • Plan comprehensive CEPA campaigns for the PROCA project. • Effective training and facilitating skills are essential • Demonstrated capacity in report-writing (training, activity, meeting, field documentation, news articles, etc.) and creating equivalent presentations • Skills in conducting qualitative and quantitative research and methodologies. • Strong organizational and interpersonal skills • Effective verbal communication skills that is relevant to a wide range of local stakeholders.
Desirable	<ul style="list-style-type: none"> • Good understanding of marine ecosystems, fisheries and principles and their application to marine protection, and community resource use. • Able to demonstrate high accuracy and attention to detail with reference to written communications, whether in the form of documentation or call logging. • Ability to speak and understand at least one local languages of Northern Luzon (Ilocano) is an advantage.
Additional requirements	

Essential	<ul style="list-style-type: none">• This position will be office based but considerable travel will be required.• This post requires occasional travel outside the office to project sites in Aurora, Cagayan, Isabela and Quezon, and Metro Manila, Iloilo country office, and in other cities within the Philippines.• Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical)• Comply with and promote Health and Safety policies and procedures
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This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive list of tasks and can be varied in consultation with the post holder to reflect changes in the job or the Society.

Acknowledgement

I have read and understood the Job Description, and I hereby acknowledge the conditions and responsibilities for the job as stipulated in this Job Description.

Job Holder's Signature over Printed Name

Date signed

Kindly affix your signature and date signed on each page of the Job Description.