

Job Description  
**Island Communications Manager**

**PCI-MEDIA IMPACT**

**POSITION TITLE:** Islands Communications Manager

**STATUS:** Full time, project specific funding for one year (with possible extension)

**REPORTS TO:** Programs Director, Media Impact  
Dotted line to Coordinator, GLISPA (Based at IUCN in Washington DC)

**Location:** New York, New York, USA

**About the Position**

Working in close collaboration with the Director of Programs at Media Impact and the Coordinator of the Global Island Partnership (GLISPA), the Islands Communications Manager will be responsible for the planning and implementation of communication initiatives at local, regional and international levels that will advance sustainable development and biodiversity conservation for island communities throughout the globe, as well as monitoring progress and achieving results. S/he will build and manage relations with partners and stakeholders, and lead efforts to develop a long-lasting and sustainable communication programs supporting the Global Island Partnership. This position demands designing and implementing a GLISPA communications strategy and programs and creating and managing partner networks. More on GLISPA at: [www.cbd.int/island/glispa.shtml](http://www.cbd.int/island/glispa.shtml)

**Travel required:** Up to 20%

**Duties and Responsibilities:**

**Supporting the Global Island Partnership (50%)**

Duties include:

- Support GLISPA partners to define and implement a comprehensive communications strategy. This might include:
  1. Identifying key audiences at national, regional and international levels and appropriate communications tools for reaching those audiences
  2. Developing and maintaining the GLISPA “brand”, including collateral materials, overall messaging, website and other tools
  3. Managing and implementing strategic communications efforts that advance GLISPA priorities
  4. Creating, managing and/or supporting communications to keep existing GLISPA partners and supporters informed and engaged, through the listserve, website and other tools,;
  5. Event planning and facilitation, including trainings and conferences;

6. Helping secure resources that can support or add to GLISPA communication efforts;
7. Assist with web-based social marketing outreach including Facebook, Twitter, etc.
8. Support GLISPA partners with special communications needs as they arise.
9. Support communications efforts for the International Year for Biodiversity, as they relate to islands.

### **Developing Communication Programs for Islands (25%)**

Duties include:

- Research and understand issues confronting island communities.
- Develop islands-based communications programs for the Caribbean, Pacific, and other regions as applicable. This includes conducting outreach, facilitating partnerships and collaborations, resource mobilization, training partners in Entertainment-Education methodology, designing, and implementing programs.
- Support on-going codification efforts at Media Impact, especially as they relate to islands.
- Act as a liaison with UNDESA and SIDS-NET and support related communications initiatives as they arise.

### **Support the Caribbean/OECS My Island – My Community Program (25 %)**

Duties include:

- Assist Program Manager, based in St. Lucia, with all phases of program implementation: coalition building and recruitment, resource mobilization, training, production, implementation and evaluation.
- Help oversee and guide the production of radio drama series.
- Provide on-going support and network opportunities to partners throughout the Eastern Caribbean.
- Manage relationships with local partners and Technical Advisory Committee members.
- Provide general administrative and logistical support as needed.
- Support inter-regional sharing of the lessons learnt of the OECS program.
- Integrate GLISPA work into this initiative.

Additional tasks may be assigned from time to time. Percentages of time dedicated to each area of responsibility are provided as a general guide and may vary.

### **Qualifications, Skills & Knowledge Requirements**

- Education and/or experience equivalent to a Master's Degree in fields of communications, journalism, marketing, Entertainment-Education, social marketing or other degree relevant to communications.
- Very strong understanding of issues impacting island communities, especially Small Island Developing States (SIDS)
- 5-10 years or more of work experience in island communities, biodiversity conservation, communication or social marketing.
- Proven experience using communications strategies and tools to advance local, regional and international program objectives, including media relations, web/social media, print and events.
- Strong writing abilities.
- Proven success in project planning and management skills.

- Grant and proposal writing experience.
- Proven success in being able to thrive in team environments, having a strong understanding of diversity and other cultures, and having built relationships over long distances.
- Willingness to travel based on needs of the position (up to 20%).
- Strong English–language skills required. French and/or Spanish a definite advantage.
- Experienced in using MS Office, databases, graphics or multi–media software.

**About Media Impact:**

Media Impact is an independent, non–profit organization founded in 1985 that is dedicated to the rights and empowerment of women, youth, and indigenous peoples; the promotion of education and health, including reproductive health and informed choice; sensitivity to national and local cultures; and the principles put forth in broadly accepted United Nations covenants and resolutions. Media Impact’s programs assist local media groups to produce, air, and sustain programs with advocacy and human rights messages, and facilitate the dissemination of programs as widely as possible, especially to the underserved.

**About Global Island Partnership (GLISPA):**

The Global Island Partnership (GLISPA) assists islands in addressing one of the world’s greatest challenges: to conserve and sustainably utilize the invaluable island natural resources that support people, cultures, and livelihoods in their island homes around the world. It brings together island nations and nations with islands — small and large, developing and developed — to mobilize leadership, increase resources and share skills, knowledge, technologies and innovations in a cost–effective and sustainable way that will catalyze action for conservation and sustainable livelihoods on islands. It is recognized by the Convention on Biological Diversity (CBD) as a partnership to advance the implementation of the CBD 2010 biodiversity target, to reduce the rate of biodiversity loss, and the programs of work on island biodiversity and protected areas.

Since it was first called for in Mauritius (January 2005) and launched at the eighth meeting of the Conference of the Parties to the CBD in Brazil (March 2006), GLISPA has grown rapidly as an informal network advancing island conservation and sustainable livelihoods, with seven major strategies:

- ❑ Inspire and recognize leadership and commitments to action for island conservation and sustainable livelihoods;
- ❑ Strengthen partnerships to support implementation of commitments and to build local long–term conservation capacity;
- ❑ Facilitate increased public and private funding for island priorities;
- ❑ Promote targeted and cost–effective collaboration and exchanges among islands;
- ❑ Engage in effective communication strategies on island issues;
- ❑ Build linkages between all islands, regardless of political status;
- ❑ Track progress on GLISPA commitments.

Apply to:

Sean Southey, [ssouthey@mediainpact.org](mailto:ssouthey@mediainpact.org) with a CV and Cover Letter explaining your interest in the position. Please apply by July 16, 2010.