



**CORAL TRIANGLE
INITIATIVE**
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY



Term of Reference
MARKETING AND INFORMATION OFFICER
Regional Secretariat
Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security
(to be based in Manado, North Sulawesi, Indonesia)

The Regional Secretariat of CTI-CFF is looking for a qualified, experienced, mature and motivated Marketing and Information Officer, to be based in Manado, North Sulawesi, Indonesia.

Background

The Coral Triangle Initiative on Coral Reef, Fisheries and Food Security (CTI-CFF) is implementing its Regional Plan of Action (RPOA 2.0). In achieving its 2025 goal and 2030 goals of the second phase of the RPOA 2.0, a five-year implementation plan is being proposed through the support from USAID RDMA. To achieve the goal of improved management of marine biodiversity and fisheries resources in a changing climate situation in the Indo-pacific region, this project intervention is being designed under three main objectives known as 1) strengthen governance and regional policy frameworks for effective and efficient implementation of regional and national policies on sustainable fisheries and climate adaptation; 2) strengthen communities and other stakeholders as agents of change for coastal and marine conservation, entrepreneurship, and climate resiliency through multistakeholder partnerships and regional platforms; and 3) Enhance the availability and access to sustainable and independent blue financing to support fisheries management, biodiversity conservation, and climate change adaptation and mitigation for sustainable livelihoods in the CT region. Aligning the outputs and indicators as stated in the RPOA 2.0, the activities for this proposed project are being derived from the three main objectives to achieve the expected results. Activities will work through all of the implementation area within the six Coral Triangle countries. A region covering all the national jurisdiction of ocean and coastal waters across Southeast Asia and the Pacific, in which the Coral Triangle area encompasses include Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands, and Timor-Leste (CT6).

The Regional Secretariat of CTI-CFF is looking for a Marketing and Information Officer (MIO) as part of the Communication and Information Team, to implement the Communication Strategy Plan of CTI-CFF and ensure the effective communication and marketing services of CTI-CFF organizational programs, projects, campaign, marketing and fundraising activities.

The CTI-CFF is administered and managed through Headquarters of CTI-CFF Regional Secretariat located in Manado, North Sulawesi, Indonesia.

Purpose of Terms of Reference (ToR)

This Terms of Reference (ToR) sets out the role, functions, and procedures applicable for the appointment of a Marketing and Information Officer (MIO) to the Regional Secretariat of Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF). The Marketing and Information Officer will operate in accordance with this ToR, administrative requirements of the CTI-CFF's Rules.

Job Mission Description

Marketing and Information Officer (MIO) under the Coral Triangle Initiative on Coral Reefs, Food Security and Fisheries (CTI-CFF) is a vital component of adaptive project planning and management that is central to the attainment of the program's goal of sustaining the flow of benefits from marine and coastal resources in the Coral Triangle region. It involves the regular, systematic, and timely monitoring, measurement, and evaluation of the results of program actions to improve effectiveness and efficiency of operations, use of resources, and delivery of benefits; ensure the relevance of interventions; enhance collaboration and accountability of actions; and share lessons as input to well-informed decision making. In essence, the goal of is to provide reliable, quality, and strategic information to management and stakeholders on the performance and results of the program as input to planning, implementation, and information exchange as well as to optimize implementation and sustain impacts. Under the Regional Plan of Action (RPOA) 2.0, monitoring and evaluation feeds into the communications and fundraising strategies of the program to promote and facilitate evidence-based learning, knowledge sharing, and fundraising activities and culture within the CTI-CFF.

Scope of Work

The Marketing and Information Officer shall perform the following tasks professionally. Under the direction and supervision of the Communication and Information Manager, the Marketing and Information Officer shall:

1. Provide technical assistance to the Communications and Information Manager (CIM) in the implementation of Communications Strategy integrated within the RPOA 2.0 and in support of the Coral Triangle Conservation Fund (CTCF);
2. Ensure updating of CTI-CFF communication channels to regularly promote CTI-CFF's work to relevant stakeholders and audiences;
3. Lead the productions of contents, including productions of audio-visual and graphics, for CTI-CFF social media channels to strengthen social networking of CTI-CFF with members, partners, stakeholders and followers/subscribers.
4. Assist in the engagement with the national, regional and international media to cover CTI-CFF relevant activities and events;
5. Assist in development and dissemination of CTI-CFF centric press releases, updates, and announcements using a variety of communication avenues;
6. Assist in the development of regular CTI-CFF newsletter and managing of its contents;
7. Ensure the regular maintenance of the Regional Secretariat's e-Library and other forms of documentation platform;
8. Assist in coordination and/or implementation of CTI-CFF Coral Triangle Day Celebration;
9. Safeguard the CTI-CFF brand and ensure that it is used properly across all communication outputs including those by CTI-CFF partners and collaborators;

10. Responsible for review of monitoring and evaluation of CTI-CFF social media performance and other digital channels, to identify challenges and determine course corrections as needed;
11. Perform special assignments as assigned by the Deputy Executive Directors and Executive Director of CTI-CFF.

Coordination and Reporting

1. Marketing and Information Officer will report directly to the Communication Information Manager (CIM) of the CTI-CFF Regional Secretariat in the daily implementation of his/her services as outlined in the TOR.
2. The Marketing and Information Officer will closely liaise with the ITO, and other team, as directed.

Competency Requirements

Competencies required for this position include:

1. At least has a Major in Communication Studies, Marketing, Advertising, Graphic Design, Social Studies or other relevant fields.
2. At least 5 years communication and marketing experience mostly in digital and social media marketing, preferably with experience working in a social marketing campaign
3. Expert in development of social media content using Design Graphics software such as Adobe InDesign, Photoshop, Premiere, and/or other relevant tools.
4. Strong oral and written communication skills, proficiency in English (both spoken and written) is mandatory.
5. Excellent technical, analytical, communication and organizational skills
6. Ability to understand complex economic, social, environmental, and technological issues, and translate them into understandable and creative narratives.
7. Ability to build compelling stories and deliver them in various formats
8. Proficient and enthusiast user of multiple social media platforms either professionally or personally
9. Ability to plan, prioritize, coordinate and delegate work effectively, work to strict deadlines and implement organizational policy and cope with potentially stressful situations.
10. Lateral thinking and the capacity to listen to other people's points of view, and understand and integrate multiple perspectives
11. Confident, positive, curious, open and inclusive, proactive with a "can-do" attitude
12. Strong team spirit, responsible, dependable with integrity.
13. Willing to relocate to Manado, North Sulawesi, Indonesia.
14. Able to travel and undertake Missions overseas, especially to CT6 countries.

Period of Employment and Mode of Engagement

The period of employment will be 12 months subject to 3-month probation and commences on the date of appointment.

Condition of Application

1. This position is open only for citizens of CT6 Member Countries (Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands, Timor Leste).
2. The successful applicant will be based at the CTI-CFF Regional Secretariat in Manado, North Sulawesi, Indonesia.
3. Competitive compensation and benefits
Salary according to CTI-CFF Salary Scale is Grade Level (13) and other benefits (30-day annual leave, health insurance, relocation allowance, etc).

Submission of Application

1. Please submit your cover letter (including your last salary information), CV, with at least 3 Work References and scanned copies of certificates i.e., diploma, training to: regional.secretariat@cticff.org in format <Marketing and Information Officer> <Your Name> **by 9 December 2023**.
2. The position is subject to open competition regardless of race, color, gender, mother tongue, religion and beliefs, or the national, ethnic or social origin.
3. Only shortlisted applicants will be contacted for interview.