



Government of St. Kitts and Nevis

Ministry of Environment and Cooperatives

**Department of Environment**

**CONSULTING SERVICES**

<b>Job title:</b>	<b>Digital Communication Specialist and Videography Expert</b>
<b>Fees:</b>	<b>Fixed/ Short term</b>
<b>Reporting to:</b>	<b>St. Kitts and Nevis' Invasive Alien Species Project Steering Committee and the Communications Coordinator</b>
<b>Location:</b>	<b>Federation of St. Kitts and Nevis</b>
<b>Duration:</b>	<b>Approximately 60 days: Over 8 months</b>
<b>Job Description</b>	Digital Communication Expert to provide <b>Design and Branding, Social Media Management and Videographer/ Documentation Services</b>

### **Background**

The 36-month project "Preventing the Costs of IAS in Barbados and the OECS Countries" is funded by the Global Environment Facility (GEF) and aims to manage the risks and costs of IAS (Invasive Alien Species) on important ecosystems, species, and genetic diversity in Barbados and the OECS. It is being implemented in seven (7) countries, namely Antigua and Barbuda, Barbados, Dominica, Grenada, Saint Kitts and Nevis, Saint Lucia and Saint Vincent and the Grenadines. The project seeks to approach the management of IAS through participation of key stakeholders, communities, and local organizations to transition the participating countries towards the creation of practices and policies that will halt the importation and spread of invasive species, including the control of established IAS.

IAS are all species that have been introduced by people and subsequently established outside of their natural range to the detriment of, among others, biodiversity, agriculture, water resources, and human and animal health. The seven countries comprising the OECS, and Barbados, are endowed with a rich and globally unique biodiversity which is under severe and increasing threat. As such, these Caribbean islands are among the world's top diversity hotspots, characterized by both a high level of regionally unique species facing a severe degree of habitat loss and vulnerability to extinctions.

St. Kitts and Nevis, among Small Island Developing States (SIDS), is not exempt from the negative impacts of IAS. Key IAS affecting St. Kitts & Nevis include the silver leaf whitefly (*Bemisia argentifolii*), cactus moth (*Cactoblastis cactorum*), green vervet monkey (*Chlorocebus sabaues*), Indian mongoose (*Herpestes javanicus*), pink hibiscus mealybug (*Maconellicoccus hirsutus*), tropical bont tick (*Amblyomma variegatum*), yellow bells (*Tecoma stans*), lime berry (*Triphasia trifolia*), guava (*Psidium guajava*) and the Pacific lionfish (*Pterois volitans*). Among these invasive species, the green vervet monkeys (*Chlorocebus sabaues*), introduced to St. Kitts & Nevis from Africa by the French in the 17th Century, pose a serious threat to agricultural livelihoods. Since their introduction, numbers have increased exponentially, and they are rumoured to outnumber the human population of St. Kitts and Nevis, making them among the gravest challenges to crop production, and as such a priority for management.

A key aspect of change in attitudes towards IAS is promoting long term behavioural change predicated on the willingness to accept that some cultural and traditional practices may change. Where residents do not see the need to change or do not directly feel the impact of IAS, then change will be slow. Effecting a change in attitude towards monkeys for example, in St Kitts and Nevis requires bringing two ends of the spectrum of management together: environmental controls and management of livelihoods. Addressing the growing concerns of farmers over crop loss and attending to the needs of persons who make a living selling monkeys is part of the crux of the communication challenge along with balancing the needs of agriculture, tourism, and public services. Information must be imparted to adequately serve competing interests, justify the course of action, and articulate how the impacts on various social groups will be alleviated. Similarly, the change cannot be forced, but encouraged by the implementation of the right balance of training, awareness building and enforcement of relevant sanctions. To this end the **Digital Communication Specialist and Videography Expert is being recruited to develop tools to help facilitate awareness building and behavioural change around invasive alien species.**

### **Objectives of the Consultancy**

The primary purpose of the consultancy is to support the work of the IAS Communications Coordinator by developing digital tools to publicize key IAS messages. This work is part of a Communications, Education, and Public Awareness (CEPA) strategy that seeks to continuously assess data gaps and needs; effectively communicate in a language tailored to various audiences, the threats posed by IAS, and actions needed to avoid invasion, spread and control measures; disseminate information about the project, its objective and the measures being taken by the OECS countries; share lessons learned and network with key partners as well as streamline regional communication.

## Scope of Consultancy Services

The services can be delivered either by an individual or firm who will work closely with the Communications Coordinator, Communications Unit in the Department of Environment and in close collaboration with the Project Management Unit (PMU) to ensure that deliverables are produced in a timely manner. To achieve the objectives, the following services are required:

**Design and Branding Services** which will provide the design and branding for the project activities. Design activities include logo designs, graphic arts, design of content for social media and templates for documents including brochures were needed.

**Social Media Management Services** which will create and administer content on all social media platforms, such as Facebook, Instagram, and Twitter, to build an audience and ensure stakeholder engagement, using approved graphics and designs and commissioning additional designs for social media platforms. The SME will also engage the VDS in developing content specific for sharing on social media. The Specialist may also monitor site metrics and adjust approach to optimize reach and engagement.

**Videographer/ Documentation Services** which will create content for use in television ads, social media posts and other documentary series. The arrangement will include attending all IAS outreach sessions and creating video content based on the material. A special end of engagement video will also be commissioned to showcase the work of the communication team.

## Key Responsibilities

The firm or individual shall be responsible for:

### Design and Branding

1. **Review IAS Communication Strategy:** to determine best approach to creation of designs and branding suitable for St Kitts and Nevis audience based on results of KAPB survey.
2. **Identify Brand Message:** IAS Communication activities
3. **Develop visuals:** which showcase IAS management and control in St Kitts and Nevis
4. **Develop marketing tools:** such as logos that convey the intended message
5. **Collation of Content:** collate content on special landing site (developed with MOE communication unit)

### Videographer/ Documentation

1. **Creation** of content for short video series on IAS in St Kitts and Nevis
2. **Editing** of videos for relevant social and traditional media platforms
3. **Collecting and collating** of content for video production
4. **Attend** all public sessions for IAS and document proceedings (video and photos)
5. **Edit** and shorten all public sessions content for promotional ads

## Social Media Management Services

The main duty of the Consultant is to build and execute a social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification by specifically:

1. **Perform** research on current benchmark trends and audience preferences
2. **Design and implement** social media strategy to align with project
3. **Set** specific objectives and report on implementation
4. **Generate, edit, publish** and share engaging content daily (e.g. original text, photos, videos and news)
5. **Monitor** web traffic metrics
6. **Collaborate** with other project consultants to highlight other project deliverables
7. **Communicate** with followers, respond to queries in a timely manner and monitor stakeholders' reviews
8. **Oversee** social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
9. **Suggest** and implement new features to develop project awareness, like promotions and competitions
10. **Stay up-to-date** with current technologies and trends in social media, design tools and applications

## Key Deliverables

### Design and Branding

1. Logo: IAS Logo in different formats (pdf, jpeg, png) to be used throughout communication activities
2. Images for social media
3. Brochures: Two digital brochures on IAS content:
  - a. What are IAS and how they impact St Kitts and Nevis (general public)
  - b. Management and Control of IAS in St Kitts and Nevis (Stakeholder focused)
4. Template for knowledge products & project related documentation
5. Landing page for all IAS content hosted within the Ministry of Environment page

### Videographer/ Documentation

6. A documentary mini-series for
  - a. Public training/education sessions
7. A promotional video on entry pathways of IAS/ impacts of IAS/ Management of IAS
8. Maintenance of Video/Photography library for all IAS activities

### Social Media Services

9. Social Media Plan
10. Social Media Analytics
11. Final Reports summarizing work completed over the contract duration

## Candidate/ Company Profile

### Education & Qualifications

1. At least five (5) years' experiences in Graphic Design, Videography,
2. Demonstrated experience using innovative design tools

### Required

- Solid background in Marketing, Public Relations, New Media, Business, or Communication
- Good technical understanding and can learn new hardware and software quickly.
- Strong communications skills and ability to effectively communicate cross-culturally
- Public relations, marketing, sales, community management experience

### Knowledge & Skills

#### Required

- Fluent English speaker
- Hands-on experience as a specialist in digital/social media
- Website development background Ownership of recording equipment
- Training or certification in videography and video editing

## Remuneration

The firm is required to submit a Technical and Financial Proposal, following which negotiations will be held with the successful applicant. In the assessment of submissions, consideration will be given to technical competence, qualifications and experience, regional and international experience on similar assignments, proposed cost and existing commitments.

## Submission

Submissions must be made to the following address or by email to [environment.cooperatives@gov.kn](mailto:environment.cooperatives@gov.kn) copied to Eavin.Parry@gov.kn no later than the end of business day Wednesday October 13, 2021:

Ministry of Environment and Cooperatives  
2<sup>nd</sup> Floor  
Government Headquarters  
Church Street  
Basseterre,  
St. Kitts

Any request for clarification must be sent in writing, or by standard electronic communication to the address or email indicated above.