



Terms of Reference for CONFER-ICPAC Digital media and content Assistant (Climate Services and Earth Observation)

Background

The IGAD Climate Prediction and Applications Centre (ICPAC) is a specialized institution of the Intergovernmental Authority on Development (IGAD). ICPAC has a responsibility for the provision of timely early warning information and supporting specific sector applications to enable the Greater Horn of Africa (GHA) region cope with various risks associated with extreme climate variability and change for poverty alleviation, environment management and sustainable development of member countries.

CONFER (Co-production of Climate Services for East Africa) is a multinational collaborative European Commission (EU) funded project that aims to bolster resilience to climate impacts in East Africa by enhancing the capacity of ICPAC to develop improved climate services in the water, energy and food security sectors based on co-production methods and advances in numerical modelling and statistics. The project will actively interact with a wide range of stakeholders and end-users in East Africa to enhance their ability to plan for and adapt to seasonal climate fluctuations. CONFER follows three parallel research tracks: (i) enhance coproduction and user engagement, (ii) improve on the accuracy and local detail of numerical prediction model outputs for East Africa, with a particular focus on seasonal prediction, and (iii) develop statistical and machine learning tools to obtain a new level of seasonal forecast skill based on numerical models and high-resolution satellite data, and involve scientific experts in a large training and capacity development programmes to enhance climate information uptake in the above three focus sectors.

CONFER implements 5 technical work packages (WPs) to attain specific objectives as listed below:



- i) **Co-production of Climate Services** to identify how stakeholders and end-users employ climate information for planning and implementation of climate adaptation, and to collaborate with them to co-produce new climate services to increase the efficacy and quality of this work;
- (ii) **Climate, hydrological and crop modelling** to improve on the accuracy and local detail of numerical prediction model outputs for East Africa, with a particular focus on seasonal prediction;
- (iii) **Processing of Copernicus data** to obtain a new level of seasonal forecast skill based on numerical models and high-resolution satellite data by developing statistical and machine learning tools;
- (iv) **Training and capacity development** to organize training and build capacity for enhancing climate information uptake in the water, energy and food security sectors; and
- (v) **Communication, Dissemination and Exploitation** to disseminate research products and solutions to wide swaths of society, ranging from the general public to policymakers in Europe and Africa

The anticipated **outcomes** of **CONFER** can be summarized as follows:

- New seasonal forecasting products with enhanced skill, reliability, objectivity and level of detail, to support ICPAC and NMHSs in providing crucial predictions
- Contributions to improved food security estimates for enhancing preparedness and mitigation strategies for droughts and other climate-related emergencies
- New predictions for regional planning of water and energy resources, allowing more precise planning
- Enhanced exploitation of weather and climate information in the Greater Horn of Africa
- Encouragement of innovative spin-off initiatives and business developments in climate services
- Enhanced capacity at ICPAC and NHMSs through a strong focus on training

As the main beneficiary of **CONFER**, ICPAC is expected to (i) operationalize research outcomes and test results to deliver co-produced climate services in food security, water, and energy sectors; (ii) lead in the engagement of key stakeholders and practitioners and developing a



state-of-the-art coproduction methodology in WP1 (**Co-production of Climate Services**); (iii) co-lead in the integration of dynamical and statistical climate forecast production systems in WP2 (**Climate, Hydrology and Crop Modeling**); (iv) contribute to and participate in WP3 (**Processing of Copernicus data**) in the design and development of tailored applications and products; (v) participate in WP4 (**Training and capacity development**) to support capacity needs assessment and training; (vi) co-lead in the design of communication and dissemination strategy, exploitation strategy and support of policies in WP5 (**Communication, Dissemination, and Exploitation**) to expand the reach, uptake and use of climate information and products in decision making; and (vii) ensure efficient administrative and financial management, perform monitoring and evaluation, and communication and interaction for project implementation at ICPAC in WP6 (**Project management – Africa Activities**).

In **Coproduction of Climate Services** Work Package (WP5) “**Communication, Dissemination, and Exploitation**” the project aims at expanding the reach, uptake and use of climate information and products in decision making. In particular, it intends to:

- Create visibility and recognition for the project
- Disseminate results from the project activities, including tests or demonstration of tools
- Influence policymakers in Europe and Africa by providing information for use in climate adaptation and mitigation; and to support the Paris Agreement, the UN’s Sustainable Development Goals (SDGs) and related policies.
- Improve dissemination and intake of climate services in East Africa

Responsibilities

Under the guidance and supervision of the Communication Manager, the incumbent will:

Generate Content:

- i) Proactively create editorial content (audio, video, infographics, animations, advocacy images, contests, campaigns, stories, photos, etc.) in cooperation with the



Communications Team and adapt for media pitching, web and social media, posting daily to respective channels (Facebook, Twitter, Instagram, LinkedIn, Youtube, Medium, SoundCloud, including Mailchimp and Website where relevant). Adapt multimedia assets for local audiences.

- ii) Conceptualize and develop a set of Video formats to deliver climate services and Early Warning information
- iii) Conceptualize and develop a set of Earth Observation audiovisual products to deliver climate services and early warnings (eg. Videos, GIFs, Graphics, Satellite Imagery etc.)

Manage Social media accounts:

- iv) Continuously update and implement ICPAC's digital engagement strategy, monitor daily all Social Media platforms with adequate monitoring tools (eg. Tweetdeck, Analytics)
- v) Maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar
- vi) Prepare social media packs for flagship events, initiatives, campaigns
- vii) Actively engage with online audiences and partners through social media channels
- viii) Generate and analyze reports on social media traffic and KPIs using Facebook Insights, Mailchimp and Twitter analytics, LinkedIn insights, and other social media focused analytics channels.

Optimize email marketing

- ix) Support update and implementation of ICPAC's email marketing objectives
- x) Continuously brief the Communication teams on new relevant email marketing automations
- xi) Work with ICPAC's Programmer to set up Early Warning e-mail marketing automations.

Update the website and manage contents



- xii) Manage ICPAC's website on a daily basis and work to continuously improve the design of the website; ensure key deadlines are met for the dissemination of time-sensitive content.
- xiii) Generate and analyze reports on web traffic and KPIs using Google Analytics, Hootsuite, and other social media focused analytics channels.
- xiv) Support any other Communications task required by CONFER (EU H2020)

Required Qualification

- Bachelor Degree in journalism, marketing, social science, communications or environmental management (if relevant communication experience).
- A Master in Environmental Management, Earth Observation, Climate Change or International Relations is desirable

Required Experience and Skills

- At least 3 years of experience in social media management, video production or multimedia journalism. Ideally for environmental and climate organizations.
- Demonstrated experience in maintaining social media accounts, especially Facebook, Twitter and Instagram, as well as experience with new media executions, preferably with climate organizations.
- Knowledge and understanding of local and global digital landscape and trends.
- Knowledgeable of key players and developments in global Climate policy, science and Earth Observation (eg. UNFCCC, IPCC, WMO, Copernicus, ECMWF, the Paris Agreement, NDCs, Un SDGs etc).
- Proficient in Video production (Filming and editing, including use of Final Cut Pro, Adobe Premiere Pro, Motion).
- Experience using Motion Graphics is desirable.
- Proficient in Graphic design Applications (Adobe InDesign, Photoshop, Illustrator, Canva).



- Proficient in generating content for Social Media audiences, in particular Climate contents, making use of original and Creative Commons materials
- Ability to integrate PR/communication initiatives with social media.
- Experience developing compelling content, in particular Climate - Sustainable Development related content to generate response from audiences online.
- Experience interacting with key Climate and Environment Twitter Accounts.
- Experience in reporting on qualitative and quantitative analytics.
- Ability to take professional photographs.
- Previous experience in a similar role is highly desirable.

Language Skills

Excellent knowledge of English and working knowledge of French would be added advantage.

Duration of Assignment

The assignment is for 36 months subject to performance and availability of funds.

Reporting Line

The Expert will report to CONFER-ICPAC WP5 Lead.

Remuneration

The successful candidate will earn a monthly lumpsum salary at IGAD GS4-level without any other benefits.

How to Apply

To apply, please submit by email only with the subject “Application for CONFER Digital media and content Assistant” the following information to recruitment@igad.int with a copy to recruitments@icpac.net by the 19th of October 2020.



- Curriculum Vitae
- Cover letter
- Four samples of graphics produced for social media
- Four samples of Videos produced for social media
- Names, addresses (mailing and email addresses) of three references

Work Station

ICPAC Headquarters located within the Nairobi Metropolitan Area in Kenya. Missions to IGAD member states might be necessary.