

Please note that this is NOT a UNDP office position. This is a NIM project jointly implemented by the UNDP and the Department of Environment.

Vacancy Announcement and Terms of reference for CEPA Expert (part time)

GENERAL INFORMATION

Services/Work Description:	CEPA (Communication, Education and Public Awareness) Expert (part time)
Project/Program Title and ID:	Conservation of Iranian Wetlands Project – Phase IV
Direct Supervisor:	The National Project Manager (NPM)
Duty Station:	Project Central Office
Expected Places of Travel:	As and when required by the supervisor
Duration:	One year in part time (three days a week) – initially on a three-month probationary contract that will be extended upon satisfaction of performance
Tentative Expected Start Date:	Immediately after signing the contract
Project Calendar	According to the official Iranian workdays
Opening Date:	04 March 2025
Closing Date:	05 April 2025

I. BACKGROUND

The Conservation of Iranian Wetlands Project (CIWP), as a joint initiative of the Department of Environment (DOE) and UNDP, has championed the introduction of innovative ecosystem-based approaches for the conservation and management of Iranian wetlands for the benefit of the communities and biodiversity that depend on these remarkable ecosystems. The CIWP formulated a strategy for the period 2015-2019 that focused on providing evidence-based policy arguments and practical solutions to support wiser decision-making in favor of wetlands. The overall goal of this strategy is that the condition of Iranian wetlands is improved in terms of biodiversity and the livelihoods of inhabitants around wetland ecosystems. Shortly before this fresh start, and with the financial contribution from the Government of Japan, a new component for “Modelling Local Community Participation in Restoration of Lake Urmia through the Establishment of Sustainable Agriculture and Biodiversity Conservation” was added to CIWP in 2014 and continued till 2020 in seven years.

In 2020, based on a new 5-year document, Phase III of the Conservation of Iranian Wetlands Project started. This phase was built upon the successes of the previous phases of the Project, during which the ecosystem-based management approach was introduced and partly implemented for several wetlands. Currently, in 2025, the main partners of the project decided to extend the project document for 5-year period. This extension will be based on previous successful experiences and efforts to expand the achievements in new sites. Also, the Japanese government has announced its decision to provide financial support to the project in the new phase (phase IV) and it is set to have this support for a period of 4 years.

The strategic components selected for the implementation of the Project for sustaining the conservation of the wetlands and the livelihood of the surrounding population are: 1) Iran's wetlands are better managed through mainstreaming the ecosystem approach and applying effective tools; 2) The

management of land, water and biodiversity in wetland basins is sustainable and adapted to climate change, enhancing local community livelihoods and wellbeing; and 3) Iran's wetlands are in better condition due to increased public awareness and participation, enhanced collaboration, knowledge and sharing of innovative national and international technologies and practices.

The **CEPA Expert (CEPA-E)** will support the National Project Manager (NPM) for effective communication, advocacy, and networking throughout the project implementation and will technically report to the Project Coordinator accordingly. The CEPA-E will be responsible for ensuring the highest level of information exchange, public participation, and awareness-raising in accordance with CIWP's annual work plans and strategy.

II. DESCRIPTION OF WORK AND RESPONSIBILITIES

The CEPA-E is expected to deliver the following specific tasks:

1. Support preparing CEPA plan, timely and smooth implementation, and reporting of CEPA activities as foreseen in the project document and annual/multiyear work plans, and in accordance with the UNDP procedures or other relevant work procedures;
2. Support the development/revision and implementation of the Project Advocacy Plan and CIWP's CEPA Strategy– inter alia:
 - a. Project brand management, standards, and materials at the national level;
 - b. Close working with Project Advocacy Consultant to prepare Advocacy Plan and implementation with key national stakeholders;
 - c. Support developing project annual work plan, CEPA strategy, and other project documents;
 - d. Communication links with other related projects, stakeholders, and networks (experts, media, NGOs, etc.) at the national level;
3. Manage CEPA-related contracts of CIWP to ensure the achievement of quality outputs/results by implementing partners/contractors/consultants in accordance with the relevant agreements;
4. Work closely with project staff members, (national/international) consultants, government partners, UNDP, media, and NGOs or other stakeholders to facilitate the fulfillment of the project's CEPA-related objectives at and national level;
5. Prepare six-monthly e-bulletins, three-monthly project newsletter and other information materials;
6. Lead identifying, developing, and applying wetland management tools, platforms, and innovative and effective approaches to increase public awareness and participation at the national level;
7. Support the development, implementation, and evaluation of CEPA plans for wetlands at national, provincial, and local levels;
8. Implement and support CEPA-relevant activities related to the organization of field visits, conferences, seminars, meetings, training courses, thematic events, etc. at the national level and act as an interpreter when required;
9. Prepare and translate technical CEPA reports, correspondence, and documents from Farsi into English and vice versa;
10. Collect raw technical reports of the annual work plan activities from project experts, and produce publications;

11. Support project documentation by collecting reports, taking photos during events, field visits, backstopping missions, meetings, etc., and archiving them in a database;
12. Working under the supervision of NPM and performing other tasks and duties as and when assigned by the NPM.

III. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

Under the supervision of National Project Manager, the CEPA-E will technically report to the project coordinator. The project staff will provide communication/technical content to the CEPA-E. He/she will regularly hold coordination meetings with UNDP’s Communication to ensure the project’s visibility.

IV. OUTPUTS/DELIVERABLES

The incumbent is expected to achieve outputs/deliverables as per the following table – inter alia:

Outputs/Deliverables	Frequency
Six-monthly bulletin	Six-monthly
Three-monthly project newsletter	Three-monthly
Project Documentation (photos, publications, reports, mission reports, etc.)	As and when required
Self-Assessment Forms	Six-monthly
Supplier Performance Evaluation Forms	As and when required
Outputs/deliverables of agreements (contract management)	Based on work plans and agreements
Social media posts, website updates, other publications as planned, etc.	Monthly

V. TIMING, DURATION, AND DUTY STATION

The contract duration is one year in part time (three days a week), and the CEPA-E will be given a three-month probationary contract that will be extended upon the satisfaction of both sides. He/she will be based at the Project Central Office at the Department of Environment (Tehran) and travel (if necessary) to the project pilot sites.

VI. QUALIFICATIONS AND REQUIREMENTS

1. Graduate degree in education and communication studies, journalism, public communications, or other related fields;
2. At least three years of relevant experience (desirably in the field of environmental communication/journalism);
3. Excellent interpersonal, communication, networking, negotiation skills and familiarity with facilitation skills and participatory approaches;
4. Proficiency in English and Farsi (both verbal and written);
5. Basic knowledge of organizational policies/regulations and procedures relating to the position;
6. Ability and willingness to travel and conduct field visits;
7. Ability and previous record of producing high-quality and high-impact reports with close attention to accuracy and details;

8. Demonstrated skills in the MS Office suite (Word, Excel, PowerPoint, Outlook), internet use, social networks softwares;
9. Working knowledge of databases, photography, communications/audiovisual software, Film editing programs, proficient in Adobe Photoshop/ Illustrator /other graphical software (see Annex);
10. Working knowledge of project management, Result-based Management approach, and contract management.

VII. EVALUATION

The CEPA Expert will be evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall be made to the candidate who has been evaluated and having received the highest score out of a pre-determined set of criteria specific to the solicitation (Please see table below).

Evaluation Criteria	Max. Point
1) Qualifications and Requirements, 2) CV and 3) Cover letter (each 7%)	21%
Technical written test	39%
Interview	40%
Total	100%

VIII. HOW TO APPLY AND DOCUMENTS TO BE SUBMITTED

Interested applicants are requested to submit their CV along with their cover letter [in English only] via email to “wetland.ciwp@gmail.com” using this pattern to title their email in the subject field: “CIWP (IV)-CEPA Expert-first name-last name”, e.g., “CIWP (IV)-CEPA Expert-Reza-Akbari”.

Mehri AsnaAshari

National Project Manager

Annex:

مهارت‌های زیر در سطح حرفه‌ای برای کارشناس سیپا الزامی است:

- مهارت بالایی در طراحی داشته باشد به طوری که با تسلط به نرم افزارهایی مانند Adobe Illustrator کارهای ارجاعی در امور طراحی پوستر، بروشور، کاتالوگ، اینفوگرافی و ... را به آسانی انجام دهد؛
- تسلط بالا به نرم افزارهای ویرایش فیلم و کلیپ به طوری که به راحتی کلیپ‌های مورد نیاز برای شبکه های اجتماعی را ویرایش و آماده نماید؛
- تسلط به عکاسی و توانایی عکاسی رویدادها و آماده‌سازی عکس ها و کلیپ‌ها جهت تهیه اخبار و انتشار آنها در پلتفرم های موجود؛
- تجربه قبلی کار با انواع نرم افزارهای شبکه های اجتماعی به طوری که توانایی تهیه و انتشار پست های مختلف در سناریوهای متفاوت را داشته باشد، همچنین آشنایی در جهت کار با انواع شبکه های اجتماعی و رفع خطاهایی به وجود آمده و ارائه راهکارها ضروری است؛
- دارای مهارت و تجربه برنامه‌ریزی استراتژیک و اجرای فعالیتهای آگاهی‌رسانی، ارتباطات، آموزش و ظرفیت‌سازی.