1. POSITION: ENPI FLEG PROGRAM CONSULTANT – MEDIA, AZERBAIJAN

Program title: “Improving Forest Law Enforcement and Governance (FLEG) in the European Neighbourhood Policy East Countries and Russia”

2. REPORTING RESPONSIBILITIES¹:

Direct Reporting Line
ENPI/FLEG IUCN Program Consultant – Azerbaijan

Reporting Area
All issues, pertaining to the IUCN ENPI-FLEG media monitoring and analyzes in Azerbaijan; supporting journalists in increasing of media-coverage of FLEG issues; carrying out joint work with local governments and journalists in media activities to ensure accurate and effective media coverage of FLEG issues.

All administrative issues pertaining to these Terms of Reference.

3. LOCATION – Baku, Azerbaijan

4. DURATION – 12 months with likelihood of extension

5. STARTING – ASAP

6. BACKGROUND

This European Commission financed European Neighbourhood and Partnership Instrument – Forest Law Enforcement and Governance (ENPI-FLEG) program will promote the development of improved forest law enforcement and governance arrangements in seven targeted countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine, and Russia. The program’s core funding is provided through a grant agreement from the European Commission to the World Bank. The program is being undertaken as a partnership among the World Bank, IUCN and WWF. Each of the three

¹ Direct reporting lines indicate those staff members providing direct supervision. Additional reporting lines indicate accountability for particular functions or areas of work. Consultation, information sharing and other relationship lines are not indicated, as they are likely to be numerous.
partnered program implementation organizations will be responsible for its own set of specified activities and deliverables. Three broad categories of stakeholder groups will be targeted by the program: government (line departments, parliamentarians, local authorities and the judiciary); civil society (NGOs, community organizations and forest-dependent communities); and the private sector (particularly timber companies). The program will define the policy, legal, institutional and economic obstacles to improved forest governance (including the control of illegal logging); test pilot innovative approaches to overcoming these obstacles; enhance the capacity of key stakeholders to implement forest governance reforms; and disseminate the lessons learned at national, regional and global levels. The program will also support the other regional Forest Law Enforcement and Governance official processes being organised by the World Bank and will contribute to the EU FLEG Action Plan.

The program’s purpose is to contribute to ensuring that improved forest governance arrangements are in place in the forest sector and closely linked sectors through effective implementation of the ENA FLEG Ministerial Declaration (St. Petersburg Declaration 2005), involving governments, civil society and the private sector.

The program’s specific objective is to contribute to legal and sustainable forest management and utilization practices and improved local livelihoods in the six ENPI East countries plus Russia.

The program’s results will be:

Result 1: Increased awareness and commitment of key stakeholders on FLEG

Result 2: Effective national and regional FLEG action processes in place

Result 3: National ownership and capacity increased

Result 4: Improved regional and sub-regional collaboration and knowledge sharing

Result 5: Effective engagement of key trading partners

Result 6: Continuation of the formal official ENA FLEG process

Result 7: Sustainable forest management practices implemented

7. Tasks

7.1. General

Under the overall and direct supervision of the ENPI-FLEG Program Consultant South Caucasus, the Media Consultant will be responsible for the
overall coordination, management and implementation of monitoring and analyzes media coverage of FLEG issues, working together with journalists to increase media-coverage of FLEG issues; carrying out joint work with local governments and journalists in media activities.

This will include following responsibilities:

- Develop and implement country-specific media monitoring and analyzes plan and strategy for work with journalist;
- Implement activities to raise journalists interest in ENPI FLEG issues in Azerbaijan;
- Provide case specific trainings for journalists.
- Carry out a competition among journalism students and host an awards ceremony;
- Coordinate effective work between journalists government, local communities, private users of forest resources and another stakeholders in order to increase media coverage of FLEG issues;

For the implementation of all tasks, the Media Consultant will be working in close consultation with in-country Program Team (PCT).

7.2. Specific tasks

- Media Monitoring
  
  - Identifying Azerbaijan newspapers (nationwide and local if applicable) for conducting media analyzes;
  - Monitoring existing media coverage of FLEG related issues in Azerbaijan;
  - Contribute to identification, wider dissemination and effective presentation of FLEG related media coverage and lessons learned;

- Trainings for Journalists

Upon approval from the Program Consultant Media Consultant will be responsible for preparing ToRs for journalist’s trainings and ensuring case specific trainings for the best performed journalists. This will include following responsibilities:

- Identifying case specific topics for trainings oriented to research on forestry issues;
- Conducting negotiations and selection for training providers;
- Monitoring the trainings in order to blend theoretical lessons with practical (case oriented) workshops for Journalists;

- Organization of Journalist’s Competition
Media Consultant will be responsible for preparing and submitting the ToRs for the competition to the program Consultant. This will include following responsibilities:

- **Work with Journalists**

Media Consultant will be responsible for supporting journalists in effecting access to the information related to the scope of this ToR. It includes following:

- Identify measures to be implemented for increasing media interest in FLEG related issues;
- Gather and refine information about media agencies, journalists in Azerbaijan working on environmental issues, especially those working on forestry related issues, if applicable;
- Create a database of those media agencies and journalists;
- Maintain effective cooperation among journalists, local governments and local forestry administrations in order to facilitate access to all the necessary information related to the scope;
- Support useful collaboration of Journalists with local NGOs;
- Support effective cooperation with local private forest users;
- Ensure follow up joint work with journalists and best performed students in order to increase media-coverage of FLEG issues.

- **Prepare inception, Interim, draft final and final reports on the conducted study and present summary findings during FLEG-conference**

- Prepare inception report which will include project methodology, identification of training provider, information about competition and another planned activities;
- Prepare Interim report after 6 months from starting point of the project that will include information about ongoing project and planned steps;
- Prepare final report with executive summary on media project;
- Prepare Terms of References for the small-scale pilot projects to be implemented as follow-up of this project;

- **Project planning, assessment and reporting**

- Provide accurate information and advice to the Program Consultant in a timely fashion so that all required technical and financial reports can be submitted;
- Program Communications

- Work with the Program Consultant and the other IUCN Consultants to clearly communicate results, success stories and key messages from project;
- During external communications use requirements of Guidelines for external communications prepared by the Joint Communications Team, also upon approval from the Program Coordinator, participate in implementation of the country-specific Monitoring & Evaluation plan and communications strategy for the Program;
- Cooperate actively with other co-implementing organizations (World Bank and WWF) for clear, consistent ad efficient communications.

- Other

- Be flexible enough to carry out any other appropriate associated work that may be requested to effectively perform the Program activities.

7. QUALIFICATIONS

The position requires an individual or team with proven managerial skills and knowledge of environment related media issues. Consultant should have at least 7 years of relevant professional experience. The following specific qualifications must be met:

- A Masters or higher degree in a discipline that is relevant to media management or governance issues;
- Experienced in organizing events;
- Knowledge and understanding of environmental and forestry issues in Azerbaijan;
- Proven project work at international, national and local levels, including some supervisory experience;
- Experience in providing quality technical reports;
- Ability to analyse and clearly articulate complex issues in an understandable fashion to decision-makers;
- Highly developed communication skills, including the preparation of high quality reports and the delivery of presentations;
- Ability to work under pressure, sometimes with extended hours, and to meet tight deadlines without compromising the quality of outputs;
• Ability to maintain confidentiality and use discretion when dealing with sensitive political issues;
• Knowledge of IUCN’s work globally and regionally is an asset;
• Computer literacy;
• Fluency in oral and particularly written English;
• Cultural awareness and sensitivity to gender issues;