



Communications Consultant for the Tonle Sap Stronghold

Terms of Reference

Program: WCS Cambodia

Location: remote

Position Type: Consultant

Department: Communications

Reports To: Hillary Strasser and Austin Romeo

Start Date: 20 May 2024

End Date: 30 July 2024

Organization Background

The Wildlife Conservation Society (WCS) is a US non-profit, tax-exempt, private organization established in 1895 that saves wildlife and wild places by understanding critical issues, crafting science-based solutions, and taking conservation actions that benefit nature and humanity. WCS assists the Royal Government of Cambodia (RGC) to conserve species and habitats in four broader landscapes across Cambodia: the Eastern Plains, the Northern Plains, the Tonle Sap, and several freshwater river systems.

In Cambodia, where wildlife and natural habitats are especially threatened, WCS is working to ensure a sustainable future for both people and wildlife. The Cambodia program takes a comprehensive approach to conservation, combining scientific research, community-based initiatives, and partnerships with local governments and organizations. From protecting diverse landscapes to mitigating the impact of zoonotic diseases and illegal wildlife trade, the WCS Cambodia program promotes conservation efforts across various issues and habitat types.

The Tonle Sap Great Lake and its Floodplain is a complex landscape with significant biodiversity in the Kingdom of Cambodia. It was established as Tonle Sap Biosphere Reserved (TSBR) by Royal Decree in 2001, after the Royal Government of Cambodia reviewed and recognized the international irreplaceable value of wetlands of great biological value as well as the social and economic value of this area. The Biosphere Reserve consists of three core zones including the Prek Toal, Boeung Tonle Chmar, and Stueng Sen Core Areas. These core areas were later designated as Ramsar Sites.



WCS supports the Ministry of Environment (MoE) and Fisheries Administration (FA) in protecting key species and their habitats in across the landscape. **The Tonle Sap Grassland** is the stronghold habitat for the critically endangered Bengal Florican (*Houbaropsis bengalensis*). It is native to India, Nepal, Cambodia, and Vietnam. Cambodia's grasslands are now a critical habitat supporting this rare bustard.

Position Overview

As Communications Consultant for the Tonle Sap Stronghold, your role is to work with the team to develop specific content for dissemination. The aim of this content (flyer and presentation deck) is to show case the importance of the habitats and biodiversity of this landscape, as well as the ongoing landscape activities and threats.

Role Objectives

The Consultant will complete two key deliverables:

- Output 1: A series of flyers that provide information on the Stronghold; this includes the template and infographics/data visualizations for this product so that the WCS team may update content in the future.
- Output 2: A PowerPoint presentation that provides a summary/simplified information on the Stronghold; this includes the template for this product so that the WCS team may update content in the future.
- Both outputs to be directed at a specific target audience of (1) local and international banks and/or financial institutions that invest in Cambodia; and (2) donors.
- Both outputs include a submission of an editable template so the WCS team may update the flyer in the future.

Responsibilities

Develop Communication Flyer

- Produce a flyer series, tailored to captivate and resonate with the target audience, listed above. In further detail,
- Develop communication material in the form of A4 size printable series of flyers; this includes the design, layout, and illustrations/data visualizations.
- It is estimated the final submission will be 30-40 pages and composed of 7-10 topics; each topic is estimated to be 1-5 pages; the topics include: Tonle Sap history, biodiversity, ecosystems, select bird species, WCS activities, SRP

rice project information, key threats to the landscape (infrastructure and irrigation developments);

- WCS shall provide the information, text, photographs, maps, and data charts, but it is expected that the Consultant will assist with message refinement for the target audience. It is expected that the Consultant can provide feedback to the WCS team so that they can (for example) update/tailor the maps or photos for the Consultant to use in the flyers.
- WCS requires this to be in A4 size so as to be easily printed in-house.

Develop Communications Power Point

- Produce a PowerPoint presentation tailored to captivate and resonate with the target audience, listed above. In further detail,
- PowerPoint template/deck of the same messages as in the flyers, but simplified for the target audience, listed above.
- Refine the messaging, ensuring the relevant, cohesive and consistent messaging of the materials.

Required Skills and Experience

- A Master's degree or equivalent in Communications, Journalism, Design, or similar is required; a first-level university degree in combination with five additional years of qualifying experience may be accepted in place of the advanced university degree.
- At least 10 years of experience in digital communications, print-content production, and/or social media.
- Experience using advanced tools for online publishing, including content management systems and social media publishing tools.
- Proficiency in one of the following: Adobe InDesign, Figma, and/or Photoshop (or a similar platform). Proficiency in Microsoft Office Suite
- Visual communication and design expertise is a plus.
- Written and oral fluency in English is required.
- Able to work autonomously after being briefed on tasks and goals.