



SAFE Global Coordinator and Communications Consultant

Organisation: UN World Food Programme (WFP)

Contract type: Consultant

Unit: Climate Resilience for Food Security Unit (OSZIR), Programme Policy and Innovations Division

Duration: 6 months, with possibility of extension (starting asap)

Location: Rome, with travel within and outside Europe

Supervisor: Kathryn Milliken, Programme Adviser, OSZIR

Background:

WFP is the world's largest humanitarian agency fighting hunger worldwide. Each year, on average, WFP feeds more than 90 million people in more than 70 countries. As a humanitarian agency, WFP has a duty to make sure its assistance is as nutritious as possible and conducted with safety and dignity.

Recognizing that the delivery of food assistance should not be separated from the multiple challenges associated with properly cooking this food – whether it be safety, health, or environmental challenges – WFP committed in 2009 to reach 6 million displaced persons through the Safe Access to Firewood and alternative Energy (SAFE) initiative. Through SAFE, WFP implements an innovative combination of interventions and activities aiming to address the multiple challenges linked with access to cooking fuel for the most vulnerable in humanitarian, transition, and development settings. To date, the WFP SAFE initiative has reached more than 2 million people in 6 countries (Ethiopia, Haiti, Kenya, Sri Lanka, Sudan, and Uganda) with projects remaining on-going in Sudan and Kenya. WFP brings to the SAFE Initiative its vast experience working in remote, hard-to-reach places and a strong field presence.

In 2014, WFP received funding from the Netherlands' Nationale Postcode Loterij (NPL). NPL has been a supporter of WFP's work since 2004, and its latest contribution will go towards funding over two years WFP's SAFE operations in Darfur, Sudan. The aim of project is to reach 540,000 households, supporting their access fuel-efficient stoves and fire briquettes. Vulnerable groups as well as schools will also be supported with income generation, environmental and nutrition activities to support sustainable livelihoods and enhancing children's futures in the Darfur region. A major component of the project will also involve raising public and private sector awareness of SAFE within the Netherlands.

Responsibilities

The Climate Resilience for Food Security Unit (OSZIR) in WFP's Headquarters in Rome, Italy, is overseeing the SAFE initiative globally. Under the guidance of OSZIR's Programme Adviser on Climate Change Adaptation, the SAFE Global Coordinator and Communications Consultant will be responsible for managing and supervising all SAFE programme activities, including: working closely with the selected country offices on the implementation of SAFE activities; facilitating the relevant relationships with partner agencies and key actors at the global level; recruiting consultants and technical experts; organizing missions and workshops; cultivating working relationships with relevant

practitioners and policy experts; and overseeing monitoring and evaluation activities at both country and global levels.

The Consultant will also manage the communications and marketing component of the Netherlands' National Postcode Loterij funded Darfur project, ensuring that the project is given continuous visibility for a Dutch public and private sector audience; the consultant consequently should be able to communicate in fluent Dutch. This work will be undertaken in coordination between OSZIR, WFP's Global Media Coordinator, Communications Division, and the Head of Partnership, Private Partnerships Division.

Terms of Reference:

The SAFE Global Coordinator and Communications Consultant will support WFP in the following areas:

Coordinate the strategic implementation of the SAFE initiative in WFP:

- In consultation with WFP country offices, units in WFP headquarters and external partners, develop a strategy and implementation plan for the management of SAFE for the next two years. This includes a review of WFP's work undertaken within SAFE countries to date, and to explore the deepening of relationships and ties that would mainstream SAFE within WFP's work in nutrition, school feeding, livelihood and resilience-building support, protection, procurement (etc).
- Oversee and carry out the devised SAFE implementation plan by:
 - Establishing and maintaining regular communication with WFP country offices that are implementing SAFE projects around the world, and providing strategic support in a timely manner as needed;
 - Ensuring assessment, M&E and reporting tools are refined and being utilised in country offices, with the dual aim of globally reporting on WFP's global achievements in SAFE as well as to measure impact of individual projects;
 - Facilitating technical support to existing and potential WFP SAFE projects globally, including organising external support for WFP country offices to undertake scoping, feasibility and review assessments.
- Pursue the goals set out in the SAFE strategy by:
 - Engaging with global external stakeholders to establish better coordination and foster joint programming and policy opportunities;
 - Collaborating with WFP colleagues working on corporate areas of nutrition, school feeding, livelihoods, protection, procurement, carbon credits (etc) to explore opportunities where SAFE can be integrated and mainstreamed into WFP programming and policies. This also includes providing recommendations of the alignment of SAFE with WFP's Strategic Results Framework, the UN's Sustainable Development Goals, etc.
 - Reviewing and updating the SAFE toolkit and other SAFE materials to ensure these support WFP's corporate engagement and scale up of SAFE in WFP operations.
- Managing day-to-day operations of SAFE globally, by:
 - Overseeing the global budget of SAFE, including regularly advising OSZIR on the status of global and country-level funds, and supporting OSZIR and country offices with necessary documentation for funds transfers (etc) as required. This includes ensuring all requirements of the Netherlands' Nationale Postcode Loterij contribution are satisfied;
 - Supporting OSZIR and country offices in the recruitment of consultants and technical experts as necessary;
 - Identifying funding opportunities for WFP's country and global activities, preparing proposals and other fundraising activities as necessary;
 - Providing briefing, talking points and other strategic communication material to senior management and relevant units as requested;
 - Undertaking other activities in support of the work of OSZIR as required.

Coordinate WFP's communications and marketing activities in relation to SAFE:

- Serve as primary communications focal point for WFP's global SAFE portfolio. This includes working in partnership with the Private Sector Team and a Dutch-based communications agency, supporting the implementation in the Netherlands of an awareness-raising campaign for the 'Cooking up Change in Darfur' project;
- Prepare and edit presentations, news releases, briefing notes, backgrounders, features, media talking points, question and answer documents;
- Generate social media content including, text, photos, videos and audio for use across a range of integrated online platforms including WFP website, Twitter feeds and Facebook pages;
- Prepare multi-media products for external distribution to the public, the media, educational institutions, non-governmental agencies (NGOs) and donors;
- Ensure that communications activities promote an accurate image of the organization and its programmes amongst media and other targeted audiences such as the UN, donor partners and NGOs, with a specific priority towards the Dutch public and private sector;
- Advise WFP staff at all levels of potential impact of press activities and statements, and provide guidance on communications and marketing plans and/or messages;
- Oversee day-to-day media relations and marketing plans from inception to execution, hitting all deliverables on time;
- Stay current on WFP operations, public policy trends and issues, and keep abreast of current marketing and media landscape, including newspapers, magazines, journals, broadcasts, newswires and blogs for private sector opportunities.

Requirements:

- Advanced University degree in a related field of study;
- Proven skills in programme management and coordination, ideally with experience in developing countries and/or responding to humanitarian emergencies;
- Experience with fuel-efficient stoves and alternative sources of energy is preferred;
- Professional experience in one of the thematic areas of safe: protection, environment, livelihoods and health is preferred;
- Professional experience in communications and marketing or public relations is preferred; an asset is experience in managing media relations, marketing campaigns, agency and/or brand management;
- Excellent communication, writing and social media skills, with experience in presenting, facilitating workshops, and producing materials for the media, private sector and consumers, including communication plans, marketing pieces, reports, press releases, websites, tweets, and/or blog posts;
- Thinks innovatively and blends big ideas with realistic execution;
- Ability to solve problems, use initiative, and manage work under limited supervision;
- Applicant must be fluent in Dutch (written and verbal) and have working knowledge (proficiency/level C) of English (written and verbal).