



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

TERMS OF REFERENCE FOR PERSONNEL UNDER INDIVIDUAL SERVICE AGREEMENT (ISA)

Biogas applications for the Brazilian agro-industry

Title:	Communication analyst (CA)
Main Duty Station and Location:	Brasília, with travel within Brazil
Mission/s to:	As and if required
Start of Contract (EOD):	
End of Contract (COB):	
Number of Working Months:	3 month probation with extension for 9 months

1. ORGANIZATIONAL CONTEXT

TEMPORARY APPOINTMENT OF PROJECT PERSONNEL. This appointment is limited to the specified project(s) only and does not carry any expectancy of renewal. ONLY nationals of this country or permanent residents of this country are eligible to apply. Female candidates are particularly encouraged to apply.

The United Nations Industrial Development Organisation (UNIDO) is a specialised Agency of the United Nations. Its mandate is to promote and accelerate sustainable industrial development in developing countries and countries in transition, and work towards improving living conditions in the world's poorest countries by drawing on its combined global resources and expertise. The Renewable and Rural Energy Unit, under the Energy and Climate Change Branch is responsible for implementing UNIDO's approach to promoting renewable energy markets and industry at a systemic level in order to address the challenges of energy poverty, energy security and climate change simultaneously.

In May 2017, the Global Environment Facility (GEF) endorsed the full-sized project under its Climate Change Focal Area entitled "Biogas applications for the Brazilian agro-industry" for which UNIDO will act as the implementation agency and Ministry of Science, Technology, Innovation and Communication will act as the leading institution.

2. PROJECT CONTEXT

While Brazil only accounts for 1.4% of global GHG emissions, these have increased in the last decade, totalling 739,671Gg of CO₂eq in 2010. The agricultural sector, representing 48% of national GHG emissions, is the main source, thereby offering opportunities for mitigation actions to achieve substantial impact and introduce a more low-carbon development path by incorporating renewable energy systems. Brazil has played a leading role in global environmental discussions

since the Rio Summit in 1992 and was the first signatory to the UNFCCC. Brazil’s National Policy on Climate Change (PNMC), adopted in December 2008, established voluntary commitment to cut projected GHG emissions between 36.1% and 38.9% by 2020.

Moreover, it is recognized that the energy potential of biomass and biogas feedstock in agro-industries, specifically the beer breweries (90.1%), is hardly exploited, which translates into a lost opportunity to add value to the production chain and to address environmental issues related to agro-industrial residues and effluents. Currently though the introduction of biogas energy technologies into small- and medium-sized agro-industries is hampered by a range of specific barriers.

In order to address these barriers, the present GEF Project will take a broader approach to the biogas market in Brazil by (i) facilitating investment in market segments which are ready to take off; (ii) expanding professional capacities and skills for scaling-up; and (iii) providing technical assistance and disseminating best practices, thereby reducing project costs and accelerating penetration of biogas technology downward the market pyramid.

The overall objective of the project “Biogas applications for the Brazilian agro-industry” is to reduce GHG emissions and dependence on fossil fuels through the promotion of biogas-based energy and mobility solutions within agro-industrial value chains in Southern Brazil and strengthening of national biogas technology supply chains.

The total duration of the project is 60 months.

The project has three substantive components:

- Policy framework and information.
- Biogas and biomethane technology and value chain.
- Demonstration and optimization of biogas projects.

3. SCOPE OF WORK

The Communication Analyst (CA) will integrate the project team within the policy framework and information component. He/She will be responsible for the entire communication framework of the project. The CA will actively participate in all projects activities to ensure that the communication strategy is streamlined throughout all components of the project.

He/She will report to the National Policy Expert (NPE).

The CA is expected to deliver the following:

Main Duties	Outputs	Expected duration	Location
1. Develop the external communication strategy of the project, considering the guidelines established in the project document as well as rules of project counterparts.	Communication strategy	3 month probation with extension for 9 months	Brasília with travel within Brazil
2. Action plan for the production of communication material for raising knowledge and awareness through multiple types of media, communication vehicles, or other means of communication.	Action plan		
3. Manage the communication of the project, produce contents based on inputs from the project team and project	Content and communication		

partners, and keep up to date all project's social media and communication tools, including inputs to those of project partners. Produce informative and journalistic material as such and adjusted to social media format.	management		
4. Organize events such as workshops and seminars and produce content for their media coverage.	Content and event organization		
5. Produce infographics and revise presentations and other communication materials.	Infographics and communication material		
6. Create and manage the project mailing and social media lists for different target audiences, such as government agencies, companies, producers, partners, etc.	Creation and management of mailing and social media list		
7. Develop the visual identity of the project, in different versions, to be used on documents, reports, banner, folders, technical note, etc. Among other aspects, the visual identity should: <ul style="list-style-type: none"> a. Cover all communication and information materials produced by the project, which includes physical and digital media. b. Comply with the rules of the GEF, UNIDO, MCTIC, MMA, MAPA, MME, CIBiogás and other trademarks established during the execution of the project. 	Creation and management of visual identity		
8. Develop and maintain the communication strategy and visual identity of the Biogas Information Platform (BIP) ensuring that all inputs meet the standard and are aligned with the project's communication strategy. Specifically, in coordination with the manager of the BIP, shall: <ul style="list-style-type: none"> a. Ensure the compliance of information uploaded to the BIP with the communication strategy. b. Manage the email and other communication means of the BIP. b. Publicize the BIP. 			
9. Publication of updates and alerts and input of produced content within the project for user's access.			

REQUIRED COMPETENCIES

Core values:

1. Integrity
2. Professionalism
3. Respect for diversity

Core competencies:

1. Communication and trust,
2. Planning and organizing,
3. Results orientation and accountability,
4. Client orientation,
5. Ability to work under pressure and meet strict deadlines

Computer skills:

Databases (Fully proficient), E-mail (Fully proficient), Internet (Fully proficient), Spreadsheets (Fully proficient), Word processing (Fully proficient)

Field of Expertise:

5 years or more of experience in communication, press office or related areas.

Minimum organizational requirements;

He/She shall have demonstrated experience as press attaché, institutional relations, journalism, social media, social media administration and other digital media. The CA has good writing and oral communication, good relation with the most important communication vehicles, relevant digital portals and national press.

Education:

A qualified professional with an advanced university degree on journalism, social communication, bachelor degree in languages (Portuguese) or other related area with preferably postgraduate studies in the above mentioned areas.

Technical and Functional Experience:

- At least 5 years or more of proven experience as press attaché, institutional relations, journalism, social media, social media administration and other digital media in Brazil;
- Ability to draft, edit and produce written journalistic material, content for social media, material for Knowledge sharing;
- Ability to organize events, meetings, workshops and seminars;
- Knowledge of the GEF, UN organization project/programme management processes and procedures is an additional asset.

Languages:

English (working knowledge, verbal and written) required, Portuguese (Fluent, verbal and written) required.