



Global Fishing Watch

TERMS OF REFERENCE

Title of Assignment	Media & Public Relations consultant	
Location	Jakarta, Indonesia	
Duration	Part-time/Freelance (4-6 days per month), 1-year contract (with possibility of extension)	
	From: January 2019	To: December 2019

Background and Justification

Global Fishing Watch is an independent, international non-profit organisation. We are committed to advancing ocean sustainability through increased transparency. We do this by offering, for free, data and near real-time tracking of global commercial fishing activity via our public map, supporting new science and research, and boosting the global dialogue on ocean transparency.

Through our global transparency program, we are working with governments to publish their vessel tracking data through our platform to strengthen monitoring and support enforcement. In 2017, Indonesia became the first nation globally to make its proprietary vessel tracking data available via Global Fishing Watch, instantly putting 5,000 smaller commercial fishing vessels that don't use AIS on our map.

Through our partnership with Indonesia's Ministry of Marine Affairs and Fisheries, we are exchanging fishing activity data and providing analysis, training and capacity-building to strengthen monitoring of fishing in Indonesian waters, and expose illegal fishing. We are building relationships with leading universities and academic institutions to encourage new research using our data, and create collaborations with our global research partners. We are also lending our expertise in visualising, tracking and analysing fishing vessel activity to local NGOs.

Global Fishing Watch is in need of an experienced Public Relations consultant, based in Jakarta and fluent in Bahasa Indonesia, to deliver a high-impact communications plan for our Indonesian program, and that aligns with and reinforces our global communications strategy. The consultant will be skilled in devising strategic communications, content production and copywriting, and media relations.

Scope of Work and Objectives

Under the direction of the Communication and Outreach Director and the Indonesia Program Manager, the consultant will:

1. Develop a Indonesia communications workplan, in line with Global Fishing Watch's global communications strategy and national program
2. Establish relationships and maintain target media list in Indonesia, and produce media materials, pitch stories, and generate editorial content in Bahasa Indonesia and English.
3. Establish content plan, including writing/editing the text of communication products and generating/ commissioning multimedia assets as needed
4. Lead communications and media strategy for key in-country events
5. Support in-country and regional workshops as needed

Work relationships: reports to Communication and Outreach Director (UK-based), works closely with Global Fishing Watch team in Jakarta, including Program Manager, Data engineer and Fisheries analyst.

Key Deliverables

- Develop and implement Indonesia communications workplan, together with the Communications and Outreach Director, and Indonesia Program Manager
- Develop and implement content plan including:
 - Draft key messages and Q&As, and other communications materials as needed, to support outreach, and in line with the global communications.
 - Develop press releases, backgrounders, pitches for media engagement to grow coverage of Global Fishing Watch and our impact in Indonesia
 - Draft case studies, opinion editorials, blogs and stories to showcase achievements, and work with the Indonesia team to identify new analysis for pitching to media
- Manage media engagement, establishing relationships with influential journalists and editors in Indonesia, and opportunities to generate coverage and grow awareness of Global Fishing Watch

Payment Schedule

The consultant will send a monthly invoice and payment will be made upon satisfactory completion of deliverables.

Qualifications of Successful Candidate

- University degree in journalism, communication, international relations, political or social sciences, human rights, or comparable academic preparation.

- At least five (5) years of progressively advanced professional communications, PR and/or media relations experience.
- Excellent project management skills, and ability to work to deadline.
- Proven familiarity with environmental and sustainable development issues in the region is preferred.
- Fluency in Bahasa Indonesia and English (speaking, reading, and writing) and ability to use computer and relevant document and presentation software at an advanced level.
- Strong communication skills (written and oral) are a necessity, and proven analytical skills in conceptualizing and developing communications and PR strategies
- Strong visual communication experience (such as developing presentation and display materials or prior experience of working with graphic designers) is desirable.

Nature of penalty clause in contract

If the requirements of the consultancy are not submitted according to the deliverables and time frame stated in the agreed workplan, the payments will be withheld.

Global Fishing Watch reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines. All materials developed will remain the copyright of Global Fishing Watch and Global Fishing Watch will be free to adapt and modify them in the future.

Applications

Interested consultants are invited to express their interest, availability and indicate their daily rate to the following email addresses: jobs@globalfishingwatch.org. Please put - Media & Public Relations consultant - in the subject line.

As part of the application package, please also submit

- An explanation of how you fulfil the objectives and your relevant skills/experience;
- A description of how you would approach this consultancy and examples of previous, similar work;
- An indication of your availability to undertake the consultancy, and a CV

The closing date for submitting Expressions of Interest is Friday December 7th.