

## Terms of Reference

### Marine Program Regional Communication Specialist Coordinator

WildAid is seeking a Regional Communication Specialist Coordinator consultant to support its Latin America marine conservation work across the Eastern Tropical Pacific, Mexico, and Peru. The role focuses on leading two strategic regional communication campaigns to strengthen the visibility of conservation efforts related to marine protected areas and the deterrence of illegal fishing. Additionally, the consultant is expected to help in developing the program's regional communications strategy, aligning messaging across countries, producing digital and editorial content, and managing media relations.

#### 1. GENERAL INFORMATION

**Name of the consultancy:** "Consultant Specialist in Communication to support the WildAid's Marine Program Latin America team."

**Type of contract:** Individual Contract (IC)

**Direct liaison:** Alonso Fraire

**Geographical Scope:** Eastern Tropical Pacific (PET) (Costa Rica, Panama, Ecuador, Colombia), Mexico, and Peru

**Estimated Start Date:** June 15th, 2026

#### 2. INTRODUCTION

**WildAid** is an environmental non-governmental organization, whose actions focus on reducing the demand for wild products in the market. It has a non-profit private legal status, and its head office is located at 220 Montgomery St. #437, San Francisco, California, United States of America.

The objective of these Terms of Reference (TOR) for is to contract a **Regional Specialist Communication Coordinator**, responsible for providing technical and coordinating support in **designing, implementing, and coordinating** two strategic regional communication campaigns to strengthen the visibility of conservation efforts related to marine protected areas and the deterrence of illegal fishing. Additionally, the consultant is expected to provide support **to strengthen the regional communication strategy of the organization, ensuring coherence, articulation of messages**, and implementation of dissemination and awareness actions aimed at strategic audiences to promote knowledge and commitment to the **protection of marine biodiversity and sustainable management of fisheries resources in the Marine Protected Areas in the PET, Mexico, and Peru.**

The Regional Communication Coordinator **will act as a focal point to integrate team members and partners, coordinate initiatives, and ensure the quality and timely execution of communication campaigns, strategies, and products.**

#### 3. BACKGROUND / CONTEXT

The Eastern Tropical Pacific (PET) is a rich and diverse marine ecosystem. It facilitates the reproduction, migration, and distribution of important species such as tuna, sharks, sea turtles, whales, and seabirds. The region boasts an ecologically and biologically significant area designated by parties to the Convention

on Biological Diversity and four UNESCO World Marine Heritage sites: the Galapagos Archipelago in Ecuador, Cocos Island National Park in Costa Rica, Coiba Island in Panama, and the Malpelo Flora and Fauna Sanctuary in Colombia.

For 20 years, WildAid's Marine Program has helped government partners and nonprofits develop sustainable fisheries and establish effective Marine Protected Areas (MPAs) through Marine Protection Systems (with proprietary model for regulatory compliance). Rather than simply investing in patrol equipment or the latest technology for protection, WildAid's program engages communities and collaborates with local authorities to operate more strategically, maximizing the use of available resources.

The engagement of the Communication Coordinator will be developed within the framework of various projects that WildAid develops in the PET countries, Mexico and Peru to strengthen the protection and sustainable use of marine-coastal natural resources.

#### 4. OBJECTIVES OF THE CONSULTANCY

##### General Objective:

Support in the design and actively coordinate the execution of two communication campaigns, with materials specific to each CMAR country, targeting (1) public values, (2) awareness of regulations and norms by users, (3) the enhanced enforcement capacity in the CMAR MPAs, and 4) consequences of breaking of regulations and norms, to strengthen the visibility of conservation efforts related to marine protected areas and the deterrence of illegal fishing.

##### Specific objectives:

- Contribute to the **design and coordination of regional communication campaigns** that promote the protection and sustainable use of marine-coastal resources, adapted to the contexts of the PET, Mexico, and Peru.
- **Promote effective dissemination and awareness-raising processes** that strengthen knowledge, appropriation of information, and the commitment of strategic audiences to marine conservation in the region.
- Consolidate and strengthen **WildAid's regional communication strategy in Latin America** (PET, Mexico, and Peru), ensuring the strategic integration of messages, campaigns and initiatives that position the organization's work in the protection and sustainable use of marine-coastal natural resources.
- Strengthen the **coherence and articulation of messages between different countries**, ensuring that the initiatives of WildAid and its key allies have national and regional visibility and positioning.
- Promote the **creation of strategic alliances and collaboration networks** with key actors (public institutions, NGOs, local communities, and the media), to expand the scope and effectiveness of communication actions in favor of conservation.

#### 5. SCOPE OF CONSULTANCY, ACTIVITIES AND RESPONSIBILITIES

The consultant must comply with the following scope of the consultancy, aimed at ensuring the visibility and positioning of the work of WildAid and key allies in the region:

- **Support design and coordinate the implementation of institutional communication campaigns**, dissemination and awareness actions, aimed at disseminating information and knowledge to

strengthen the visibility of conservation efforts related to marine protected areas and the deterrence of illegal fishing.

- **Plan, coordinate, and supervise institutional and regional communication campaigns**, ensuring engagement and validation of key stakeholders, the quality, timely delivery, coherence, consistency, and effectiveness of the messages, and communication products developed by contractors and service providers.
- Coordinate and/or execute the **production of audiovisual and multimedia content, including videos, animations, and other innovative digital formats**, ensuring their alignment with institutional messages, WildAid's visual identity, and regional project objectives.
- **To make visible and position the work of WildAid through leadership** in the generation of content, communication materials, newsletters, videos for Latin America, together with the regional team and in coordination with our headquarters in USA.
- Design, develop and coordinate the **production of graphic and editorial materials** (digital and print), such as visual pieces, editorial publications, newsletters, reports, presentations and other products, tailored to WildAid's needs, audiences and strategic communication objectives in the region.
- **Manage the relationship with the media**, including the preparation of press releases, spokespersons and coverage follow-up, with the support of the team, to help amplify in-country press releases and collaborate with the headquarters communications team for international circulation as needed.
- **Generate recommendations** for the management and development of spokespersons in the Latin American region.
- **Work in coordination with program staff** (and program communications manager) on the content of blog posts for the WA LATAM website.
- **Support the management and generation of content for WildAid LATAM's digital channels.**
- **Generate reports on the implementation of communication strategies**, actions, and materials, including the recording of materials. Identifying strengths and opportunities for improvement and recommendations to strengthen WildAid's communications work in the region.
- **Write quarterly reports on social media activity** for the headquarters communications team.

## 6. PRODUCTS / DELIVERABLES

- Campaign strategy and country-specific communication plans (audience segmentation, channels, key messages, creative concepts, timeline, budget).
- Tailored message sets for: public values, user regulatory awareness, enforcement capacity, and legal consequences.
- Creative briefs and oversight of production for print, radio, social media, video, and community outreach materials.
- Stakeholder engagement plan and training materials for local communicators/enforcement

spokespersons.

- Periodic progress reports on the development and implementation of communication strategies, actions, and campaigns.
- Communication strategic plan and work plan for two regional communication campaigns, according to the requirements of the Program Manager for Latin America.
- Developed and/or revised graphic and editorial materials (digital and printed).
- Audiovisual and multimedia products produced and/or coordinated within the framework of the projects.
- Final report with results, lessons learned, and recommendations for strengthening WildAid's regional communication.

**Note:** All products generated within the framework of the consultancy (graphic, editorial, audiovisual, and multimedia materials) will be the property of WildAid, which will have the rights of use, reproduction, adaptation, and distribution without territorial or temporal limitation, acknowledging the authorship in accordance with the applicable regulations.

## 7. REQUIRED PROFILE

### Academic Background

- Professional in Communications, Social Marketing, Public Policy, Environmental Studies, Marine Conservation, Journalism, or related areas.
- Complementary training in strategic communication, environmental management, conservation or international cooperation is desirable.

### Experience

- 5+ years of professional experience in communications, social/behavior-change campaigns, or public outreach.
- Proven experience working specifically on environmental, conservation, or fisheries-related campaigns.
- Proven track record working with government agencies, NGOs, or multilateral projects, ideally involving protected areas, fisheries management, or law-enforcement communication.
- Experience in writing and editing technical and communication documents (reports, newsletters, press releases, educational materials).

### Technical Knowledge

- Strong understanding of social and behavior-change communication (SBCC) methods and audience segmentation.
- Familiarity with marine conservation, MPA governance, fisheries regulations, and enforcement dynamics.
- Management of digital communication tools (digital networks, collaborative platforms, basic design).
- Stakeholder mapping and engagement (communities, fishers, local authorities, enforcement agencies, media).

- Basic graphic-design oversight (ability to brief designers), experience commissioning audio/visual content, and familiarity with digital analytics tools.
- Practical skills in campaign planning: messaging frameworks, channel mix (radio, social media, print, community outreach), media relations, and creative brief development.
- Deep knowledge of the Latin American regional context and the challenges in marine-coastal conservation.
- Familiarity with advocacy strategies and public positioning.
- Professional proficiency in Spanish (oral and written).
- Intermediate English (oral and written) required for international coordination.

## Competencies

- Strong intercultural communication and facilitation skills.
- Leadership skills and coordination with multidisciplinary teams.
- Basic negotiation skills and articulation with key actors.
- Strategic and creative thinking to position regional messages.
- Excellent oral and written communication in both English and Spanish, adapted to different audiences.
- Environmental sensitivity and commitment to conservation.

## Availability

- Complete means to assume responsibilities established in consulting. This does not imply an employment relationship or subordination.
- Flexibility for travel and participation in meetings, workshops and consultations in the countries of the region. These will be coordinated according to the needs of the project and previously agreed.
- No exclusivity
- By consulting

## 8. WORK AREA

We are looking for a consultant who works from one of the PET countries (Ecuador, Colombia, Costa Rica or Panama). Other countries in the region may be considered.

The consultant will be able to carry out the work from their own offices virtually, with face-to-face participation in previously coordinated events and activities.

## 9. TIME FRAME

For the development of this consultancy, 1 year is foreseen, with the possibility of extension by agreement between the parties and depending on the availability of funding.

## 10. CONTRACT VALUE

The annual budget for this position is USD 24,000.

## 11. COORDINATION

The consultant will liaise with

**Alyssa Richards**

Global Program Communication Manager

[richards@wildaid.org](mailto:richards@wildaid.org)

and,

**Alonso Fraire**

LATAM Program Manager for WildAid's Marine Program

[fraire@wildaid.org](mailto:fraire@wildaid.org)

## 12. PROCEDURE TO APPLY TO THE POSITION

Interested persons who meet the requirements must send their Curriculum Vitae, and a motivation letter with an economic proposal (in U.S. dollars) in accordance with the services indicated above.

The documents must be sent, by email indicating the subject "Regional Communication Consulting" in attention to: Ileana Chaves to the email [chaves@wildaid.org](mailto:chaves@wildaid.org).

**Deadline: May 30th, 2026 (11:59 p.m.)**

CVs will be considered on a rolling basis; thus, qualified candidates are encouraged to apply as early as possible.

## 13. ADDITIONAL INFORMATION

WildAid encourages and promotes the participation of qualified women, and members of vulnerable groups in the recruitment processes, without discrimination on the basis of sex, religion, social, status or otherwise.