



POSITION DESCRIPTION

POSITION TITLE	Communications Officer
STATUS	Full Time
LOCATION	BPAF Office – Nassau, The Bahamas
REPORTING LINE	Executive Director
DATE	February 2025

SUMMARY

The Bahamas Protected Areas Fund (BPAF) was established in 2014 by an Act of Parliament. The purpose of the Fund is to ensure sustainable financing into perpetuity for the management of protected areas in The Bahamas as defined under the Act. Such activities may also include scientific and policy research and education, to support climate resilience and biodiversity conservation.

Protected areas include those established by the Government of The Bahamas as well as areas established for various reasons inclusive of biodiversity conservation, the protection of carbon sinks, water resources, wetlands and blue holes, degraded or threatened ecosystems as well as those areas established to aid in climate change mitigation and adaptation under relevant multilateral environmental agreements or international conventions.

In November 2024, the Bahamas Protected Areas Fund entered into a Conservation Agreement with The Government of The Bahamas and The Nature Conservancy under the Bahamas Debt Conversion Project for Marine Conservation. One of its components is the establishment of a Marine Conservation (MC) Program within BPAF to disburse funding received from the project to enable the achievement of conservation commitments, which are fully aligned with The Bahamas' national marine and coastal conservation priorities.

BPAF is undertaking a strategic revitalization of its communications approach to ensure timely, inclusive, and effective dissemination of information across all relevant partners, grantees, and stakeholders. BPAF is looking to hire a Communications Officer who will play a key role in strengthening and implementing BPAF's communications strategies to ensure alignment with the Fund's objectives, compliance with donor requirements, the successful achievement of environmental and community outcomes and to ensure the efficacy of reporting to key stakeholders.

ESSENTIAL FUNCTIONS

The Communication Officer (CO) will create, implement, manage and oversee the execution of BPAF's strategic communications and outreach plan according to the Fund's strategic objectives. The CO will position BPAF as a trusted national and regional partner for environmental funding conveying consistent messaging around the Fund's activities and events. The Communications Officer will manage BPAF's public information platforms, support donor and partner communications, and ensure that complex environmental and conservation finance is properly translated for diverse audiences.

The role of the CO will contribute directly to enhancing BPAF's national profile, transparency and impact as a conservation finance institution.

RESPONSIBILITIES & SCOPE

The **Communications Officer** will perform the following:

- 1. Implementation of and maintenance of BPAF's communications strategies and multi-media channels via written and verbal techniques**
 - Support the development and implementation of BPAF's Communication Strategy.
 - Develop clear, consistent messaging aligned with BPAF's mission, vision and strategic priorities.
 - Identify opportunities to enhance BPAF's public profile and fundraising visibility.
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- Develop media relations and serve as the point of contact for media inquiries (in coordination with Executive Director).
- Develop communications products and tools such as websites, videos, brochures, and displays to promote BPAF and contribute to its education and outreach goals.
- Provide regular reports on the status of the Fund’s communication programs and projects.
- Manage and update BPAF’s website to ensure accurate, timely, and accessible information.
- Support the development and oversee the execution of knowledge products.
- Write, review and edit for various audiences (external and internal) and communications channels, including digital, social, and traditional media outlets.
- Interact with diverse stakeholders leveraging communication tools and channels for effective engagement and enhanced collaboration.
- Draft, edit and review press releases, speeches, and presentations for engagements, campaigns and events, including content production, key messaging and social media management.
- Draft media statements, talking points, and briefing notes for senior leadership.
- Identify and contribute to communication tools to use with external stakeholders.
- Production of social media, video, and other communications assets to raise awareness.
- Manage and track existing publications to ensure they are regularly updated and the content is relevant and accurate.
- Help develop and implement publication procedures and editorial standards and ensure quality control of communications.
- Any other duties as assigned by management.

2. Reporting

- Prepare annual and other relevant reports and documents as needed, for donors, government, and international partners, highlighting key achievements, etc.
- Maintain high-quality visual and narrative documentation of projects

3. Stakeholder Engagement and Capacity Building

- Collaborate with grantees and partners as needed to effectively articulate BPAF’s messaging.
- Develop communication guidelines for grantees (branding, acknowledgment language)
- Assist with written and verbal communications for BPAF hosted events and ensuring proper dissemination via effective channels.

MINIMUM QUALIFICATIONS

- Bachelor’s degree in Marketing, Communications, or a related field.
- 3–5 years’ relevant professional experience in communications within an international organization, government agency, NGO, private sector, or public relations firm.
- Excellent written and verbal communication skills in English, with the ability to translate complex information into clear, accessible messaging for diverse audiences.
- Experience developing and implementing communications strategies, particularly for donor-funded projects or NGOs.
- Proficiency in managing websites and social media platforms and applying communications best practices (qualitative and quantitative approaches).
- Familiarity with environmental conservation, protected areas, climate finance or related governance issues is an asset.
- Demonstrated ability to engage effectively with stakeholders across public and private sectors, media, NGOs, and community organizations in The Bahamas.
- Strong organizational skills, ability to multitask, meet deadlines, work independently, travel locally as required, and collaborate effectively to enhance BPAF’s visibility and profile.

PREFERRED KNOWLEDGE, SKILLS & EXPERIENCE

- Ability to produce highly accurate work and possess strong organizational skills with excellent time-management capabilities. Excellent communication skills, both written and verbal, with experience in preparing high-quality reports and presenting findings to stakeholders.
- Proficiency in using multi-media platforms, i.e. Facebook, Instagram, LinkedIn, Canva, and Microsoft Office software. Basic graphic/content design required.
- Strong attention to detail and a commitment to maintaining data quality and integrity.
- Ability to work independently and as part of a team, with excellent organizational and time-management skills. Flexibility in working hours may be required during project or evaluation periods.
- Computer and social media savvy.

- Knowledge of social and economic impacts and benefits of protected areas and conservation.
- Fluency in English (written and verbal) is required.

**ORGANIZATIONAL
COMPETENCIES**

Accountability for Outcomes	Pushes for excellence. Establishes challenging goals for self to drive performance in support of the BPAF's mission. Her/his standards are aligned with the BPAF's mission/ values. Takes action to address performance problems in a timely and appropriate manner.
Collaboration & Teamwork	Shows a willingness to put the needs and goals of the organization before personal/local/needs. Works with others across institutional boundaries. Makes decisions, sets priorities, and allocates resources to help the organization achieve results.
Communications	Effectively expresses messages verbally and in writing. Actively listens to others. Fosters open exchange of issues. Is timely with information.
Courage & Decisiveness	Makes decisions and stands by them. Makes timely decisions even under pressure and when lacking complete information. Has the courage to modify decisions and admit why and how they were wrong.
Flexibility & Innovation	Flexible to changing circumstances. Takes innovative approaches towards work. Takes calculated risks and makes dependable decisions in the face of uncertainty.
Influences for Results	Achieves results by persuading, convincing, or influencing others. Adapts approach to the individual or group and knows how and when to use complex influence strategies. Uses success stories and passion for the mission to generate enthusiasm and support.
Open to Learning	Versatile learner and committed to self-improvement. Employs strengths effectively. Willingly shares knowledge with others. Seeks coaching on areas needing improvement. Adjusts behavior/performance as needed. Views mistakes as learning opportunities.
Organizational Awareness	Relates to the big picture & contributes to the overall strategy of the BPAF.

This description is not designed to be a complete list of all duties and responsibilities required for this job.