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**Call for expressions of interest for the recruitment of a Communication Specialist to capitalize the entire process on biochar trials in cocoa farms in the framework of the partnership between WWF and Net Zero in Mintom Campo Ma'an, Southern Cameroon region**

**Want to make a positive difference to the future of people and our one shared home the Earth? Working with WWF could be the opportunity of a lifetime:**

All around the world, people are waking up to the deepening crisis of nature loss. A growing realization that nature is our life-support system. Nobody will be spared from the impacts of its loss. Here at WWF, we are helping to tackle this enormous global challenge.

Our people come from hugely diverse backgrounds and with a variety of expertise, ranging from HR and finance to advocacy and conservation science. We welcome applications from anyone who believes they can help us create a better future for people and wildlife.

**What we do:**

We are an independent conservation organization, striving to sustain the natural world for the benefit of people and wildlife. From individuals and communities to businesses and government, we are part of a growing coalition calling on world leaders to set nature on the path to recovery by 2030. Together, we seek to protect and restore natural habitats, stop the mass extinction of wildlife, and make the way we produce and consume sustainably.

We are recruiting a **Consultant Communication Specialist to capitalize the entire process on biochar trials in cocoa farms in the framework of the partnership between WWF and Net Zero in Mintom Campo Ma'an, southern Cameroon region.**

**I. Context and Justification**

In the TRIDOM Cameroon landscape, since 2019, WWF has been implementing several projects and programs including Mobilizing More Money for Climate (MoMo4C) which aims to promote relevant initiatives to face or adapt to the effects of climate change in vulnerable areas. MoMo4C was developed using a progressive approach and referenced in accordance with national policies and the Common Action Framework to combat cocoa-related deforestation. WWF Cameroon is a signatory of the Common Action Framework for Deforestation-Free Cocoa developed by IDH (Sustainable Business Initiative) and the Cameroonian government.



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This agreement commits WWF to promoting and supporting the deforestation-free cocoa approach to contribute to the conservation of forests in some areas of Cameroon within defined landscapes. Various funding sources are competing to continue their work in the TRIDOM landscape by strengthening the capacities of producers and producer cooperatives. The goal is not only to guide them in mastering good agricultural practices but also to promote professionalization. As a result, these producers will become economic operators capable of ensuring their credibility and reliability with national and international partners who are willing to establish mutually beneficial partnerships. Producers will commit to producing high-quality, sustainable cocoa, while partners will provide competitive purchase prices and other significant services and benefits.

To achieve this, several initiatives are ongoing. One of them is using natural-based inputs in the cocoa production systems. As such, WWF and Net Zero have signed an MoU to join the implementation of some sustainable techniques in cocoa production. Amongst them is testing the effectiveness of Biochar produced by Net Zero in cocoa production.

These activities, which are set to begin as soon as possible, need to be capitalized and documented for future replication and sharing with partners and donors. While the entire process will be documented in writing, there is a pressing need to develop digital documentation as well. Therefore, we are looking for a skilled and experienced communication specialist to assist with data collection, processing, and production of images (photos and videos) for sharing purposes.

### **I.1. Details of the mission**

The consultant's main role will consist of:

#### **Production of photos and videos**

The Specialist, in collaboration with the field project team, will need to determine the type, quality, and quantity of images to be captured at each main stage of the project. Key aspects to consider include, but are not limited to:

#### **For the launch of this Phase implementation:**

- i. Capture the lunch ceremony with farmers and all stake holders at MINTOM and Campo,
- ii. Selection of farms and sites where testing will be done in plots
  - a. Discussion with farmers on farms selection



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### **For the delimitation of selected sites and subsites**

- i. Delimitation of chosen sites
- ii. Production of signs boards
- iii. Existing activities selected plots

### **For the application of Biochar and data collection**

- i. Transport of Biochar
- ii. Application of Biochar on each plot and subplots,
- iii. Regular collection of data by Field collectors and transfer to supervisors
- iv. Management of potential constraints
- v. Maintenance of selected sites and plots (Pruning, Weeding, pests and diseases management)
- vi. Periodic evaluation of trials evolution,
- vii. Produce evidence of difference of production (pods in the trees) if any, between selected plots and the rest of the farm
- viii. Midterm evaluation and analysis of data

### **For interviews and other sound recordings**

Short, but targeted interviews should be organized with main actors of the process

- With some farmers, cooperative members, other actors involved in the process,
- The project lead

In addition to the organized interviews, the service provider will take sounds during the implementation of certain activities.

## **II. Objectives and deliverables**

### **a) Overall objective of the mission**

The overall objective of the mission is to capitalize on the process Biochar use in cocoa production through existing farms experimentation:

- i. Produce video and audio media, as well as photos of the use of Biochar in cocoa production
- ii. Produce a Teaser for you to have the essentials to present during large meetings and seminars
- iii. Produce a concise flyer in a few samples describing the entire process.



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#### **b) Deliverables**

- i. Deliverable 1 linked to SO1:* A long video and several photos organized in folders by large steps in USB keys
- ii. Deliverable 2 linked to SO2:* A short summary video, accompanied by appropriate credits.
- iii. Deliverable 3 linked to SO3:* a good flyer containing all useful information of the process.

### **III. Methodology**

#### **a. Guidance**

In general, the consultation will be carried out starting with a meeting where clarification will be given to the Consultant to improve his/her understanding of the mission.

#### **b. Activities/methodology**

The Consultant is expected to propose the most appropriate methodology and/or technique for producing each deliverable.

Each deliverable will be subject to specific validation by the team in charge of monitoring.

### **IV. Period of the mission and duration**

This activity will cover the whole period of testing the use of biochar in cocoa production with three farmers in Mintom and two in Campo Ma'an. The activity will be conducted between January and July 2025

Data collection will begin as soon as the field activity commences. The billed duration for the assignment is one full month, which will be spread across the indicated period. The Consultant is responsible for covering all key activities in the field and will deliver high-quality videos with thoughtful editing at the conclusion of the project.

However, a chronogram will be elaborated and validated by the project team before the start of activities.

### **V. Criteria for the validation of deliverables**

1. In relation to the approach
  - Reading of existing documents from the project.
  - Meeting all the actors to have an overview of the context and the cooperatives.
2. In relation with the presentation



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- Deliverables will be high quality products, containing all useful information.,
3. In relation with the content
- The deliverables will present the main information indicated in the TOR to which the service provider can add any relevant information

The program's duration is from January 2025 until the end of the year 2030, with the possibility of extension.

Contracts will be concluded on a yearly basis, with the possibility of multi-year contracts.

## **VI. Human Resources Needs**

The WWF Cameroon team will collaborate closely with the service provider and provide all necessary support for the activity. A Communications Specialist will be recruited based on a validated offer to oversee final editing. This individual will assist with organizing data collection; however, their main responsibility will be to compile high-quality pictures and videos that are visually appealing and engaging to follow.

### **Qualifications and competences**

- Bachelor's degree in communications or related field: A degree in Communications, Public Relations, Journalism, or a related field. A higher degree is an advantage.
- Excellent writing and verbal communication skills: Must be able to craft clear, concise, and compelling messages for various audiences and channels, both written and verbal.
- Strategic thinking and planning skills: The need to be able to develop and implement comprehensive communication strategies that align with organizational goals and objectives.
- Digital literacy and social media expertise: Must be proficient in social media platforms, content management systems, and other digital tools to effectively reach and engage target audiences.

### **General working experience**

- Mid-level (4-7 years of experience)
- Independent communication projects and campaigns
- Developing and implementing communication strategies
- Media relations, crisis communication, and stakeholder engagement.



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### **Other technical criteria**

- Experience in writing and editing for various channels (press releases, social media, websites, etc.)
- Knowledge of communication principles, theories, and best practice
- Familiarity with design and video production software (e.g., Adobe Creative Suite and other designing and illustration softwares)
- Experience with project management tools and software
- Understanding of analytics and metrics for communication campaigns
- Experience working with diverse stakeholders, including media, employees, customers, and executives.

The cost of technical support from other experts and support staff, which is at the sole discretion of the specialist, is not invoiced and is covered in the fees and other costs of the consultant.

### **Office and material**

The Consultant will not be allocated a specific office. However, if necessary and available, the Consultant may use the facilities of the project unit located in the study area.

**Please note that no materials will be provided to the Consultant.**

### **Composition of the application files**

Bidders' files will include:

- A complete file highlighting the legal existence of the Consultant
- A complete technical offer
- A detailed financial offer
- Cover Letter introducing yourself, highlighting relevant experience and skills, and expressing interest in the role
- References and contact information of 2-3 professional references, including name, title, organization, and contact details.

## **VII. Monitoring and supervision of the service provider**

The Consultant will work under the supervision of *WWF'S Cameroon* Senior Cocoa Expert.



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**Applications deadline**

February 05<sup>th</sup> 2025.

*All offers should be submitted at the following address [recruit-cam@wwfcam.org](mailto:recruit-cam@wwfcam.org).*

*Please specify in the subject line of your application email: “Communication Specialist Consultant”.*

***PLEASE Kindly note that only short-listed candidates will be contacted.***