

# Practical ACTION

## **Call for Communications Officer (Ecuador) Practical Action**

Practical Action helps people find solutions to some of the world's toughest problems. Challenges made worse by climate change and gender inequality. It works with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And it shares what works with others, so answers that start small can grow big.

Practical Action is a global change-making group. It consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent publishing company and a technical consulting service. It combines these specialisms to multiply its impact and help shape a world that works better for everyone.

Practical Action believes in the power of small to change the big picture. And that together we can take practical action to build futures free from poverty.

## **Our Vision**

A world that works better for everyone.

## **Our Work**

We put ingenious ideas to work so people in poverty can change their world.

We combine three approaches to help people solve some of the world's toughest problems. We work as:

- Problem-solvers, working hand in hand with individuals, communities and local organisations to tackle the causes of poverty.
- Knowledge sharers, getting fresh answers and practical resources into the hands of the people who need them most.
- Expert advisers, providing professionals and policy makers with development advice.

This combination of different ways of working enables us to turn small solutions into big change for millions of people.

## **Our Change Ambitions**

- Making agriculture work better for struggling smallholder farmers, so they can adapt to climate change and achieve a good standard of living.
- Harnessing the transformational power of clean, affordable energy and reducing avoidable deaths caused by smoke from indoor stoves and fires.

- For vulnerable people whose lives and livelihoods are threatened by climate related and natural hazards

## **Biodiverse Landscape Fund, Andes Amazon Landscape<sup>1</sup> (2023-2029)**

Practical Action, in alliance with NCI<sup>2</sup>, AIDSESP<sup>3</sup>, WWF<sup>4</sup>, TERRA NUOVA<sup>5</sup> and COSPE<sup>6</sup>, implement the Biodiverse Landscape Fund, Andes Amazon Landscape (BLF), which seeks to contribute to reducing poverty, protecting and restoring biodiversity and reduce the impact of climate change in the Cóndor-Kutukú territory, a critical landscape of the Andean-Amazon zone.

The Condor-Kutuku spans across south-eastern Ecuador and north-eastern Peru is extraordinarily complex, both ecologically and demographically encompassing 6 climatic zones and 5 ethnic groups of indigenous peoples. This landscape has unsustainable levels of environmental degradation and poverty is highly prevalent. This landscape covers part of the territory of the provinces of Jaén and San Ignacio (Cajamarca Region), Condorcanqui and Bagua (Amazonas Region) and Datem del Marañón (Loreto Region) in Peru, as well as the provinces of Zamora Chinchipe and Morona Santiago in Ecuador.

The Biodiverse Landscape Fund, Andes Amazon Landscape has started in December 2023, and will run until November 2029 to provide technical assistance to national and local governments, natural protected areas authorities, small producers organizations, indigenous communities and their representative organizations. This project will directly benefit more than 300 thousand people and has 6 intervention components, which will be executed according to the following:

- Component 1: Sustainable protected areas (implementing partner: NCI)
- Component 2: Indigenous rights and gender equity (implementing partner: AIDSESP)
- Component 3: Institutional strengthening for landscape protection and conflict management (implementing partner: WWF Peru and WWF Ecuador)
- Component 4: Sustainable agricultural production chains (implementing partner: Terra Nuova)
- Component 5: Sustainable Biobusinesses (implementing partner: COSPE)
- Component 6: Promotion of climate financing for landscape conservation (implementing partner: Practical Action)

From February 2024 to April 2025, the project will develop a series of activities to strengthen its implementation and early impact (Accelerated Intervention). In this sense, for the implementation of Component 6 activities, Practical Action requires of a technical coordinator (12 months).

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<sup>1</sup> <https://www.gov.uk/government/publications/biodiverse-landscapes-fund/biodiverse-landscapes-fund-policy-information>

<sup>2</sup> <https://www.natureandculture.org/es/>

<sup>3</sup> <https://aidesep.org.pe/>

<sup>4</sup> WWF Perú (<https://www.wwf.org.pe/>) y WWF Ecuador (<https://www.wwf.org.ec/>)

<sup>5</sup> <https://www.terranuova.org.pe/>

<sup>6</sup> <https://www.cospe.org/>

## About the role

The **Communications Officer (Ecuador)** plays a key role and is accountable for the external communications work and profile of the Biodiverse Landscape Fund, Andes Amazon Landscape. **This job position is based in Quito, Ecuador.**

The Communications Officer will support Practical Action in:

- Building the profile of the Andes Amazon Project and Practical Action in Ecuador.
- Coordination in the design and implementation of the project's communications strategy and supports the design and implementation of the stakeholder engagement plan in Ecuador and will work closely with other members of implementing consortium.
- Ensure the use of a branding guidelines in all the programme's external communications in accordance with the agreements with the BLF, Practical Action and consortium partners.
- Design and implement the communication activities and products of the project.
- Coordinate with Practical Action Latin America's communications team and support Practical Action's profile strategy.

The post-holder will need to nurture and manage several relations, both internal and external. Importantly, this person will need to work with project staff, Practical Action's Communications Manager for Latin America and the partner institutions' communication units.

Accountabilities are indicated below with approximate level of effort against each.

## Accountabilities

### Delivering Performance – 60%

- Contribute to the development of project's annual plans and periodical reports.
- Coordinates in the design and implementation of the project's communications strategy and collaborates in the design and implementation of the stakeholder engagement plan in Ecuador, ensure its adaptative implementation and report on its progress.
- Create communication materials which include but are not limited to impact stories, articles, presentations, event support, social media content and scripts.
- Liaise with external consultants and service providers, such as graphic designers, printers and videographers, as the need arises.
- Liaise with media providers and manage close relationships with journalists.
- Ensure risks are identified and tracked in risk registers and are monitored for all communication work.
- Monitoring communications impact on main project stakeholders and feedback the design and execution of outreach and communications strategy.
- Lead the Communications Assistant (Ecuador) and short-term technical assistance to ensure their support in reaching the communication goals.

### Strengthening Organisational Profile –20%

- Ensure the correct use of branding in all external communications as per agreements with the project's donors and partners.
- Promote the integration of communication across all project components to enable us to tell compelling stories.

- Ensure institutional visibility during the project's intervention and in its exchange spaces.
- Seek opportunities to generate alliances with other Practical Action projects and/or initiatives to enhance the impact of activities and institutional visibility.
- Promote the best use of the project's brand internally and improve brand recognition.
- Actively participate in coordination meetings of the project and the communications area staff.

#### **Achieving Change Ambitions 10%**

- Record success stories, articles and images of the work carried out through the project.
- Ensure their dissemination through relevant institutional channels in coordination with the Practical Action communications area.

#### **Generating Funding and Managing Relationships – 10%**

- Manage excellent relationships with all stakeholders (private, public sector, indigenous people and civil society).

### **Experience, knowledge & skills**

#### ***Overall:***

- Bachelor's degree in communications, or related disciplines, with at least five years of relevant work experience in development institutions.
- Graduate studies/diplomas in communications, marketing, development or related disciplines are desirable.
- Previous experience working with indigenous communities and/or biodiversity programmes in Ecuador Amazon is highly desirable.
- Evidence of good relationships with previous clients and partners.
- Leadership capacity and an ability to make decisions and participate in setting strategic direction.
- Commitment to development principles and Practical Action's vision, mission and ambition.

#### ***Technical:***

- Knowledge, understanding and experience of current communication and publishing trends, as well as digital media/social media use.
- Demonstrated ability to write, present and convey complex ideas and issues clearly and coherently.
- Medium to advance proficiency in relevant IT programs for this position (Adobe Suite, others).
- Strong knowledge of the communications services market.
- English language proficiency is highly desirable.

#### ***Working with Others:***

- Experience coordinating with key actors of diverse backgrounds coupled with excellent networking and communications skills.
- Proven ability to coordinate and collaborate with colleagues, building cohesion and buy-in.
- Work experience in multicultural environment is desirable.

**Management:**

- High levels of demonstrated skills in prioritizing task and meeting deadlines
- Able to work remotely and independently with an understanding of working across multiple sites.
- Willingness and enthusiasm to work with challenging national and international stakeholders across Latin America.

## **Core Competencies**

**Self-motivation:**

Displays timeliness and accuracy in carrying out their role, by their personal energy and enthusiasm and willingness to learn to exceed expectations in their role.

**Drive for results:**

Demonstrate level of responsibility and accountability in meeting commitments and objectives. Illustrate by evidence of seeking better ways of doing things, looking to improve on status quo and willingness to deal with difficult situations that effect output of their role.

**Planning and organising:**

Ability to process requirements of role effectively. Can gather and use resources effectively. Can prioritize their, and/or their teams' workload appropriately and review and amend priorities and actions as and when required.

**Initiative:**

Ability to work independently, within a set context; to act on current or future problems or opportunities; to respond creatively and effectively to the unexpected. Displays a curious and questioning approach in their role and environment.

**Teamwork:**

Ability and inclination to work co-operatively with others. Will recognise the value of sharing ideas, knowledge and information with others and takes personal responsibility for doing so.

**Managing relationships:**

Ability to understand and react appropriately to motivations that drive colleagues' behaviour. Is sensitive to cultural differences. Behaves appropriately within them. Understands how to develop productive working relationships.

**Sensitivity on Gender Equality and Social Inclusion:**

Should have respectful beliefs regardless of their gender, age, sex, race, ethnic background, culture, different ability, nationality, religion and marital status. Is sensitive and adaptable to gender and social inclusion. Responds and behaves appropriately in different situations.

## **Practical Action values**

- Restless ingenuity
- Alternative thinking
- Bold collaboration
- Maximum impact
- Lasting outcomes

The **Communications Officer (Ecuador)** of the programme is expected to demonstrate and work towards demonstrating excellent standards of behaviours under these values.

## Benefits

Practical Action offers a vibrant environment for professional development. Our dynamic international team provides opportunities of peer-to-peer learning and for being part of solutions to global challenges. This upcoming biodiversity programme is a unique initiative for preserving one of the most diverse landscapes in the World.

Hybrid work with base in Quito, Ecuador.

## About Practical Action

Practical Action is an international organization that develops ingenious ideas with people living in poverty so they can improve their lives. Practical Action helps people find solutions to some of the world's toughest problems, made worse by the growing impact of climate change and persistent gender inequality. It works hand-in-hand with communities to generate ingenious, sustainable and appropriate solutions in agriculture, water and waste management, climate resilience and renewable energy. It shares this knowledge so that its actions can be the seeds of great change. Practical Action is a global group of experts who create change and partnerships that multiply the impact of their actions, helping to create a world that works better for all people. The group consists of a UK registered charity with offices in Africa, Asia and Latin America, a publishing house and a technical consultancy service.

## How to apply

If you are interested in the position, and meet the requirements, please send your CV with three professional references and your gross salary expectation. Files submitted should be labelled in the following format: "CV\_First\_Name\_Last\_Name" (CV) and "CP\_First\_Name\_Last\_Name" (cover letter).

Send the CV and the letter to [postulantes@practicalaction.org](mailto:postulantes@practicalaction.org) with the subject "Communications Officer - Ecuador" until 17 January 2024.

*Practical Action is an equal opportunities employer and we encourage applications from under-represented groups. We stay committed to cultivating an inclusive and diverse working environment and believe that people from different backgrounds or cultures give us different perspectives, and the more perspectives we have, the more successful we will be. By building a culture where everyone feels heard, respected and valued we give everyone working with us the opportunity to achieve their full potential.*

*Practical Action is committed to safeguarding and protecting children and vulnerable adults and as such candidates will be subject to pre-employment checks.*