

ORGANIZATION OF THE AMAZON COOPERATION TREATY (ACTO)

Terms of Reference

CONSULTANT/SPECIALIST IN COMMUNICATION

Position: **SENIOR COMMUNICATIONS ADVISOR.**

Executing Agency: Organization of the Amazon Cooperation Treaty (ACTO)



Brasilia-DF – February/2025

TERMS OF REFERENCE FOR THE RECRUITMENT OF A SENIOR COMMUNICATION ADVISOR

1. BACKGROUND

The Amazon Cooperation Treaty Organization (ACTO) was created in 1995 to support the implementation of the Amazon Cooperation Treaty, promoting conservation, cooperation and sustainable development in the Amazon region, for the benefit of its inhabitants. ACTO distinguishes itself as a treaty-based sustainable development organization, representing Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, Suriname and Venezuela. Its regional scope gives it the capacity to promote political dialogue and regional cooperation, essential to address environmental and social challenges, promoting social inclusion and the fight against hunger and poverty in the Amazon. It is committed to reducing asymmetries between its member countries in the management of Amazon resources, involving local communities and indigenous peoples in decisions aimed at sustainable development.

The main roles and functions of the Permanent Secretariat (PS/ACTO) are to facilitate the exchange, knowledge, cooperation and joint projection between the Member Countries (MC) to fulfill the mandates of the Amazon Cooperation Treaty, generating consensus between the MC to allow the development of activities, programs and projects, establishing spaces for political and technical dialogue between the MC, among other activities.

On August 8, 2023, the Presidential Summit was held in Belém, Pará, with the main objective of making political commitments focused on reversing the accelerated deterioration of the Amazon and working for its restoration by 2030. From this meeting, several regional presidents have asked ACTO to lead greater coordination on Amazon environmental issues and the need to strengthen its technical and management capacities to more effectively promote the generation and use of quality environmental, social and economic information. As well as expand actions, projects and programs that involve all MC and that contribute to the development of the Sustainable Development Goals (SDGs). The year 2025 will be of great relevance for the PS/ACTO, its member countries and the Amazon region, as several regional and global events will take place, related to the mandates of the ACTO, which will require technical communication support, with the development of specific communication plans for these events .

In this context, institutional communication plays a key role in protecting the organization's image and values, as well as in generating trust and visibility in the public sphere. Within this framework, an experienced senior advisor is required to implement strategies that position PS/ACTO as a reference in the Amazon Region, strengthening its interaction with the press, social networks and other strategic audiences.

3. GENERAL OBJECTIVE

Hire a senior professional specialized in institutional communication, with advanced knowledge and proven experience in public relations management, press consulting,

strategic management of social networks and development of innovative and effective communication strategies.

4. FUNCTIONS

- Strengthen ACTO's internal and external institutional communication through planning, execution, and monitoring of communication strategies;
- Promote interaction with the media and strategic audiences, and ensure coherent and effective communication at local, regional, and international levels;
- Plan, coordinate, and execute communication strategies that ensure the adequate dissemination, positioning, and impact of the different highly relevant events to be held in 2025, such as the Amazon Dialogues and the Meeting of Presidents of the Amazon Countries that will take place in 2025, promoting key messages, strengthening the image of the organization, and generating an effective connection between the different actors involved;
- Strengthen the institutional image, support the dissemination of activities, and ensure effective communication with various stakeholders;
- Prepare project management reports and monitor indicators for discussion with other managers and areas involved;
- Ensure the visibility and positioning of the organization at local, regional, and international levels;
- Establish and maintain effective relationships with national and international media to ensure positive media coverage;
- Design and execute social media communication strategies that increase reach and engagement with key audiences;
- Support in the organization of institutional events and activities, ensuring their dissemination and positioning;
- Effectively manage communications in crisis situations, ensuring the integrity and reputation of ACTO;
- Monitor and analyze the impact of communication strategies, proposing adjustments and improvements when necessary;
- Develop institutional communication materials, such as press releases, newsletters, social media posts, presentations, and other relevant content;
- Coordinate communication work, both digital, audio and video, at an institutional level, as well as for specific events with external providers that are contracted for these purposes, if required.
- Develop and regularly update the ACTO website and social medias and prepare and distribute press releases and quarterly newsletters (digital and print), producing and updating content in support of the Communication Strategy and digital marketing of social networks;
- Develop thematic communication campaigns;
- Assist in the organization and execution of meetings, workshops, and events, including playing an active role in developing systems to manage both registration and assessments, preparing ACTO Board presentations, social events and ensuring institutional, social and media coverage;
- Include the gender perspective in ACTO's visibility and communication products;

- Support other communication activities as requested by the PS/ACTO Secretary General.

5. MINIMUM REQUIREMENTS FOR THE POSITION

- University degree with postgraduate studies in Social Communication or related fields.
- Master's Degree in Strategic Communication, Public Relations, Digital Marketing, Institutional Communication Management, or related areas.
- Minimum 10 years of proven experience in institutional communication, public relations, media management and social media management.
- Experience in the design and execution of communication strategies in international organizations, governments, multilateral agencies, or non-governmental institutions.
- Specific experience in planning, organizing, and executing high-level institutional events, such as conferences, seminars, international forums, press conferences and public events.
- Experience in managing communication crises and creating key messages for strategic media and audiences.
- Experience in coordinating communication teams and projects at a regional or international level.

6. COMPETENCES AND TECHNICAL SKILLS

- Advanced skills in writing and editing content for different communication and public formats.
- Ability to design and execute comprehensive communication strategies that include public relations, media coverage and social media promotion for events.
- Mastery of digital tools and platforms for social media management, content design and metrics analysis.
- Advanced knowledge in the logistical organization of events, including coordination of agendas, suppliers, budgets, and event protocols.
- Experience in managing relationships with media, journalists, and key stakeholders for event coverage.
- Mastery of communication protocols in crisis situations during events.

7. LANGUAGES

- Advanced oral and written level in the three ACTO languages (Spanish, English and Portuguese).

8. WORK HOURS AND LOCATION

The professional will provide his/her services in person at the PS/ACTO headquarters office located in Brasilia, DF, Brazil. The working hours will be from 09:00 to 18:00, with 1 hour for lunch.

9. CONTRACT CONDITIONS

- Contract type and modality: CLT, fixed amount.
- Remuneration: R\$ 20,000.00 + transportation and food voucher, health and dental plan and life insurance for personal accidents.
- Start date: March 2025.