

## **Terms of Reference** (16 June 2014)

Title:	<b>Fund Raising and Communication Officer</b>
Contracting Authority:	Environment Protection Fund (EPF)
Location:	EPF Office in Vientiane with trips to other Project Provinces
Duration:	12 months renewable (subject to satisfactory performance)

### **Background**

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1. The Environment Protection Fund (EPF) is a financially autonomous institution under the Government Office. It was established in 2005 to strengthen environmental protection, sustainable natural resource management, biodiversity management and community development in Lao PDR. It manages an endowment provided by the Asian Development Bank (ADB) and voluntary contributions from hydropower and mining companies. In addition, the Government of Lao PDR (GoL) received financing from the World Bank which it has entrusted EPF to implement through its standard sub-project mechanism in three of its five financing windows (Community and Biodiversity Investment (CBI), Policy Implementation and Capacity Enhancement (PICE) and Water Resource Management (WRM). The EPF responds to a Board, chaired by the Deputy Prime Minister and co-chaired by the Minister of Finance and is managed by a secretariat, the EPF Office (EPFO). A Technical Committee (TC) has been appointed to assist with sub-project review, approval and supervision.

### **EPF Operations**

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2. The EPF operates a sub-project mechanism dispatched through five thematic windows. The administration of the sub-projects is guided by various instruments covering sub-project operations, monitoring and evaluation, financial management and procurement. The EPFO is led by an Executive Director (ED) and a deputy. Four management units are proposed to be established with support from LENS2: Operations, Finance, Procurement and Administration. The new Operations Unit will include the following technical positions: a safeguard officer, M&E officers, three subproject coordinators/facilitators assisting with development and supervision of sub-projects at central and provincial level and a fundraising/communication officer. At the same time, the EPFO is launching a change-management process to optimize its organization and staffing in order to be able to handle a large portfolio of sub-projects more efficiently.

### **Objective of the assignment**

3. The objective of the assignment is to develop and implement the various communication and fundraising functions of EPFO in order to meet its fund raising targets.

### **Scope of the assignment**

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3. The Fund Raising and Communication Officer (FRCO) will carry out all EPFO functions related to fund raising and communications with the specific goal to increase EPF visibility and profile and to assure its long term financial security. The communication and fund raising activities are meant to go hand in hand toward a similar outcome. The FRCO will have a primary responsibility for internal and external communications of Project including liaison with internal and external partners, stakeholders, foundations, government, the media and potential investors.

Specific duties and responsibilities include:

#### *Task 1 – Fund raising*

- Develop a fund raising strategy and action plan to mobilize both public (government budget, environment taxes, percentage of concession fees, etc.) and external investments (projects, grants, offsets, payment for ecosystem services, etc.)
- Consolidate existing partnership with major international and corporate donors to maintain or increase their contributions to Project

- Research corporate landscape – A mapping and segmentation of corporate prospects in the region with research to include, interests and potential range of investors and /partnerships, etc.
- Organize and implement donor/investor cultivation events in the region
- Ensure donors and partners receive consistent, quality communications and have highly effective opportunities to engage with Project.
- Prepare fundraising materials, including leaflet, brochure, grant proposals, acknowledgement letters, and other donor-targeted content.
- Develop and maintain Project donation and prospect records in a fundraising database,
- Monitoring of fundraising costs and income against plan. Ensuring correct procedures followed and donor/investor requirements are clear to the Project teams

### *Task 2 – Communication*

- Develop a realistic communication strategy that can be implemented in the next five year with the budget and human resources available to EPF
- Lead communications efforts around various events planned within Project, including knowledge fairs, regional and international meetings, conferences, workshops hosted by Project etc.
- Lead the development of communications material on results and impact, also in support of the ongoing fundraising campaigns. Lead and coordinate materials that ‘sell’ the relevance of Project
- Provide active guidance on more optimal use and work on improvements of website, including social media and production of new audiovisual materials.
- Maintain and strengthen the existing partnership with civil society organizations, foundations and other external and new partners.
- Develop/provide input to briefing notes, press releases, communication, talking points and speeches for external and internal communications
- Other communication-related duties as requested by ED or DED

### **General principles**

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6. All EPF staff are expected to observe at all times the highest standard of professional ethics and integrity, promote results-oriented approach in the area of his/her responsibility and accountability and report irregularities to their supervisors.

### **Reporting**

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5. The FRCO will work under the supervision and guidance of, and report to, the Head of the Administration Unit.

### **Duration**

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6. This assignment is a 3-year contract renewable based on an annual performance evaluation. The assignment will start with a 3 month probation period.

### **Experience and qualifications**

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7. Candidates should demonstrate skills and core competencies to deliver and attain results expected above, along with ability in interpersonal relation and communication, and in working effectively with a wide range of constituencies in a diverse working environment. It is also expected he/she should be adequately experienced in and comfortable working with public institutions similar to those in project document context.

8. **Key Academic and Professional Qualifications:**

- A bachelor, preferably master, degree in a relevant field such as business administration, business management, communications, public/international relations, media, journalism, marketing or equivalent.
- At least 8 year’s work experience (5 year if master) in fundraising, communications and/or public relations, media, etc.
- English and Lao language proficiency (both spoken and written)

9. The candidate will need to satisfy at least three of competencies below.
- Ability to design and implement complex resource mobilization strategies and to bring additional income
  - Ability to build a network of organizations and funds that are willing to support financially environment protection organizations or NGOs
  - Ability to conceptualize, design and implement major campaigns, including in the field of marketing and branding, especially utilizing modern communication tools and processes
  - Experience in different forms of communications production and marketing including, web-based applications , social media networking as well as on-line campaigning:
  - Knowledge about institutional and multilateral donors and an understanding of the politics affecting major donors and their policies.

#### **Other**

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- Ability to meet deadlines and to manage multiple tasks effectively and efficiently
- Strong interpersonal and communication skills
- Well developed sense of creativity and innovation
- Willing to travel and spend time in provinces;
- Women, are strongly encouraged to apply;
- Only short listed candidates will be called for an interview.

#### **Source of information**

*Environment Protection Fund,  
2<sup>nd</sup> floor, MoNRE Building, Sidamdouan Road, POBox: 7647, Vientiane*

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