

Regions4 Sustainable Development

Terms of Reference

Communications Programme Manager

Regions4 Sustainable Development

Regions4 is a unique international network that mobilizes ambitious leadership of regional governments for impactful action on biodiversity, climate and localization of SDGs. Regions4 catalyzes regional governments' innovative practices, mobilizes cooperation, advocates for increased recognition, and channels regions' voices in the main United Nations fora on Biodiversity, Climate Change, and Sustainable Development. Established during the UN World Summit on Sustainable Development in Johannesburg in 2002, Regions4 has built a global community of nearly 50 regional governments from Africa, America, Asia, and Europe.

Regions4 has its legal and administrative headquarters in Brussels and works with a team of experts situated in various countries throughout Europe and Latin America. The organization has a geographical advantage of being not only at the headquarters of the European Union, but also at the epicenter of global philanthropic foundations, finance, and business institutions. It focuses on its growth to establish itself as a thought leader in regional portfolio design and technical implementation, whilst redefining and elevating its added value in cross-cutting initiatives to empower member regions for greater impact.

For more information visit: www.regions4.org

Communications Programme Manager Position

Communications is a critical aspect for the fulfillment of the Region4's mandate, to be the most influential global Network of Regional Governments in the field of sustainable development, climate change and biodiversity.

The aim is to provide the maximum visibility to Regions4 and its members' work, as well as to contribute to position the voice of regional governments at the center of the most relevant international agendas on sustainable development, climate action and biodiversity.

In addition to supporting the advocacy work before the UN bodies, the job will also involve the engagement with Regions4 members and other regional governments, as well as the development of key partnerships with other international organizations and media, to develop strategic outreach actions that help our international positioning and grow our membership, among others.

We are seeking a professional with experience in Communications and public relations, a capacity for strategic thinking, who is proactive, engaging and brings a collaborative spirit to the team.



Due to the cross-cutting aspect of this role, close cooperation with the other Regions4 areas (biodiversity, sustainable development, and climate action), and Secretariat leadership, is essential to ensure synergies and coordination.

Key tasks and responsibilities will include:

1. Leading the Communications Strategy

- Reviewing, updating and ensuring the implementation of Regions4 Communications Strategy, for the effective strategic positioning of Regions4 in the short, medium and long term, in line with the Regions4 Strategic Orientations 2024 and Strategic Plan 2030.
- Further developing the Regions4 brand, for optimal and coherent positioning of Regions4 and its various initiatives, services and products.

2. Supporting Member Engagement and Fundraising efforts

- Developing the Regions4 2022-2023 Highlights Report, in coordination with the Secretariat team.
- Support in developing and implementing Regions4 Member Engagement Strategy, including meetings with members and connecting with communications focal points.
- Finalizing materials for potential new members (flyer, introductory PPT, mailing text).
- Defining internal process for onboarding of new Members and developing welcome materials.
- Contributing to Regions4 Fundraising Strategy with relevant communications and branding considerations, exploring funding opportunities and supporting proposal development.
- Preparing a Regions4 introductory flyer for potential Donors and partners.

3. Showcasing Member Stories and Best Practices

- Contributing to provide optimal visibility to members' actions, while enhancing their role as Regions4 Ambassadors before UN bodies and international institutions.
- Provide support in submitting members stories and best practices in the context of opportunities provided by Regions4 partners.
- Further strengthening, development and implementation of the #RegionsVoice campaign.
- Proposing best ways to capitalize on existing resources as well as new ways of showcasing new and current members.
- News monitoring to identify relevant stories and expertise of Members, and celebrate member achievements.
- Conduct interviews with members to gather direct information and publicize through articles, newsletter, social media or other media.

4. Advocacy and Major Events

- In coordination with the Programme Managers, the Secretary General and the Executive Director, developing and coordinating the implementation of specific communications strategies for major events, such as Regions4



General Assembly, UN High-Level Political Forum, Summit of the Future, G20 Meeting in Rio de Janeiro, Biodiversity COP16 and Climate COP29, UN Ocean Decade Conference, among others.

5. Outreach, Media Relations and Influence

- Expanding Regions4 communications and dissemination network to increase outreach and impact, by facilitating collaboration with international media, members, and key stakeholders.
- Identify and capitalize on media opportunities to position Regions4 and proactive media relations to widen Regions4 reach, visibility and influence.
- Developing press releases and media kits around main events/announcements.

6. Internal Communications

- Developing periodic transversal newsletters or updates to keep members informed on the network plans and activities.
- Coordinate graphic design and videos (with in-house or external service providers).
- Reporting on the communications actions and outcomes to the Presidency, Steering Committee, General Assembly and members (as required).

7. Coordinating Regions4 Communications channels and Social Media

- Coordinating Regions4's social media accounts (calendar of posts, content creation, etc.)
- Define standard social media post templates.
- Coordinating priority updates for Regions4 website, including the Join Us section.

Desired Skills and Experience

The ideal candidate should have the following knowledge and skills:

- Degree in Communications and/or PR, Journalism, Marketing, Public Administration, International Cooperation, Political Sciences, or any other related field, with a specific interest and track record of work in the area of communications and sustainability.
- Knowledge of international institutions (UN system, European Union, etc.) and of their programmes and policymaking.
- Proficient in English, with fluency in Spanish. Fluency in French would be also desirable.
- Be used to working remotely while ensuring the optimal coordination of activities online, managing her/his own workload and priorities, and participating in meetings and calls through GoToMeeting, Teams, Skype or Zoom.
- Committed to the vision and mission of Regions4.
- Excellent communication skills, with the ability to write in a range of styles.
- Result-oriented with an ability to work proactively and independently in a fast-paced environment.



- Excellent interpersonal skills, socially engaging, a team player able to relate well to a diverse range of cultures, and to work effectively and collaboratively as part of an international team.

Other desirable experience and skills:

- Knowledge of working with a wide variety of stakeholders and partners, as well as in managing membership-based initiatives.
- Strategic thinking regarding institutional positioning within relevant fields
- Knowledge of international press agencies and other communications related key stakeholders.
- Social media management
- Media relations
- Speech writing
- Website management
- Graphic design, video editing, photography
- News & newsletter writing

Operational considerations

This position is based on a consultancy agreement with flexible work hours of approximately 30 hours per week, and is home based. The overall remuneration will be commensurate upon experience.

Desired starting date: 15th of May, 2024

The delivery of the service will include the following considerations:

- Working languages are English and Spanish, French when required.
- Work will be mostly done remotely through the resources made available by Regions4 Secretariat: Office 365 Licence which includes e-mail address and inbox, access to applications such as OneDrive, SharePoint, and Teams, among others.
- Weekly/monthly online meetings and calls will be arranged as required via Teams to follow-up on priorities for the Secretariat and each programme specifically, and follow-up on actions will be done via e-mail, the chat on Teams or occasionally via WhatsApp as appropriate.
- Working hours will be flexible, with an estimated dedication of 30 hours per week. Optimal coordination with Regions4 Secretariat will be required to ensure all the programme duties and tasks are duly and timely fulfilled.
- Reporting will be made to the Secretary General and Executive Director on a regular basis to follow-up on progress and decision-making as required.
- Workload will include occasional travel to participate in relevant events to represent Regions4 Secretariat globally, worldwide health safety conditions permitting.