CIFOR-ICRAF is looking for

A Consultancy – Social Media Marketing (Ref no. 2024012)

CIFOR-ICRAF

The Center for International Forestry Research (CIFOR) and World Agroforestry (ICRAF) envision a more equitable world where trees in all landscapes, from drylands to the humid tropics, enhance the environment and well-being for all. CIFOR and ICRAF are non-profit science institutions that build and apply evidence to today’s most pressing challenges, including energy insecurity and the climate and biodiversity crises. Over a combined total of 65 years, we have built vast knowledge on forests and trees outside of forests in agricultural landscapes (agroforestry).

Using a multidisciplinary approach, we seek to improve lives and to protect and restore ecosystems. Our work focuses on innovative research, partnering for impact, and engaging with stakeholders on policies and practices to benefit people and the planet. Founded in 1993 and 1978, CIFOR and ICRAF are members of CGIAR, a global research partnership for a food secure future dedicated to reducing poverty, enhancing food and nutrition security, and improving natural resources.

We invite you to learn more about CIFOR-ICRAF by accessing our web site http://worldagroforestry.org/.

Overview

The overall objective of the Z4ABC project is to contribute to the development of climate-relevant, productive, and sustainable transformation of agriculture, forestry, and food systems in Zambia to help achieve the Nationally Determined Contributions (NDC) to cut emissions and adapt to climate impacts. More specifically, the project aims at (1) improving livelihoods and climate change resilience of specific agricultural, agroforestry, forestry, and food systems in the Lower Zambezi – Luangwa – Nyika (ZLN) corridor through value chain (VC) development; and (2) increasing the climate relevance of Agriculture and Knowledge Innovation Systems (AKIS) in the ZLN corridor.

In order to achieve the above objectives, Z4ABC supports the transformation of selected agriculture, forestry, agroforestry-, and wildlife- based value chains (VCs) to become more sustainable, climate-resilient, and productive while supporting local livelihoods, food security & biodiversity.

This consultancy is focusing on the Community-based Ecotourism value-web in Fulamponje Community Forest, Rufunsa District, Lusaka Province. The ecotourism project involves a campsite with development of associated outdoor activities, including mountain biking, hiking, birdwatching and rock climbing.

As part of the development, Z4ABC will support the development of an online presence, including a website and social media presence. The consultancy will also involve training of community staff to maintain the website, post materials on social media and respond to inquiries.

1. Objectives of the assignment
The objectives of the assignment are to establish an appropriate online presence for the Chikwenya community campsite, Fulamponje, Rufunsa, primarily for the purpose of marketing. The specific objectives are to:

a) Visit site to understand marketing needs and obtain photographs.

b) To set up a website advertising the Chikwenya community campsite and outdoor activities available through the campsite.

c) Set up contact information and an online contact form for reservations.

d) Set up a presence on relevant social media platforms, including WhatsApp, Facebook, and Instagram.

e) Promote one mountain biking event to be held on 4th May and obtain photographs of the event for future posts.

f) Manage the website and social media sites for 3 months, while training staff from the community campsite to take over.

The consultant will produce the following deliverables:

a. At least 30 quality photographs and trip report.
b. Social media sites
c. Contact forms etc. on website.
d. At least 8 posts promoting mountain-biking event and 20 photos collected from the event
e. 12 posts on social media channels / training report.

Knowledge, experience, and competencies

- Experience in developing online presence for tourism ventures.
- Proven track record of viable businesses that have been promoted by the consultant.
- Ability to work with rural communities on online marketing.
- Strong communication skills both visual and oral.
- Ability to design and maintain a website.
- Ability to deliver results in the shortest possible time.
- Must have their own high-definition HD camera and be able to use it at the campsite.
- At least 3 references of previous work done.
- A minimum of 4 years of experience in photography and marketing including online marketing.
Application process

ICRAF shall advertise the consultancy for competitive bidding. Interested individuals are requested to submit the following.

- A Technical and Financial proposal which should include a description of the methodology to be used, data to be collected, and a schedule of planned activities.
- CV(s) of the professional(s) with suitable references to undertake the consultancy.
- Two (2) samples of previous work related to this assignment.

Please submit applications to:  [http://worldagroforestry.org/working-for-icraf/vacancies](http://worldagroforestry.org/working-for-icraf/vacancies)

We will acknowledge all applications but will contact only short-listed candidates.

Closing date for receipt of applications: 8 March 2024