



## ADAPTATION FUND

### **Short-term consultant: Communications and website reorganization specialist**

#### **Background**

The Adaptation Fund (AF) finances projects and programs that help vulnerable communities in developing countries adapt and build resilience to climate change. Initiatives are country-led and based on local adaptation needs. The Fund was created in 2001 under the UN Conference of Parties and launched in 2007. It formally serves the Paris Climate Agreement, and pioneered an innovative climate finance mechanism referred to as 'Direct Access', which empowers developing countries to access financing directly from the Fund through national institutions while building country ownership in adaptation.

The Fund has committed nearly US\$ 1.1 billion for climate change adaptation and resilience activities to date, including 165 concrete projects on the ground serving 43 million beneficiaries across adaptation sectors such as coastal zone management, sustainable agriculture, food security, rural and urban development, water management, disaster risk reduction, forests, and others.

The Fund has undergone rapid growth over the last few years, expanding to offer several additional funding windows to the vulnerable developing countries it serves while growing its partnerships and audiences. Its website is used as a primary mechanism to promote the work of the Fund and as an avenue to provide practical information in user-friendly ways on applying for funding and accessing key news, multimedia, reports and documents on the Fund.

The Fund's Secretariat is initiating a process to make both shorter- and longer-term enhancements to the website to modernize its look and reorganize its content and infrastructure to enhance and simplify the user experience.

As such, the Fund is seeking a short-term consultant (STC) with solid experience in communications or marketing, content management, and managing website improvement or comparable large communications projects. Website development or visual design experience is a plus. The incumbent will research and recommend proposals and options to modernize and beautify the look of the AF website in the near term while conducting a larger audit of the overall website content and organization with an eye to making longer term recommendations to enhance the organization, intuitiveness, visual look and ease of use of the website to accommodate the rapid growth of the Fund. This would include ensuring alignment in branding, messaging, look and consistency across the website, as well as user friendliness and digital trends that align well with newer media and social media options.

The candidate will have a solid background in project management, strategic content development, communications/marketing and project coordination. The selected candidate will liaise between the Fund's communications team and IT/website vendor support teams and gather further information as needed from across the Fund's Secretariat and representative client users of the site while also researching other websites of comparable Funds and organizations. The STC will recommend and present

a range of options with cost estimates and timelines for both shorter- and longer-term beautification/modernization and redesign/reorganization of the site, and complete a comparison analysis with websites of other climate funds and similar size international development organizations, as well as potentially help oversee enhancements to the site once design options are decided.

The position will report to the communications lead and the Fund's manager.

## **Scope of Work**

1. Conduct content and organizational audit of the Fund's website, and comparative analyses with other websites of similar organizations and comparable sizes in the climate finance and development space.
2. Review detailed feedback and recommendations on the website from recently conducted surveys/interviews related to the Fund's communications strategy from across the Secretariat and key stakeholders such as the AF CSO Network, Adaptation Fund Board leadership, implementing partner organizations, developed/developing country stakeholders and other climate funds.
3. Review website user metrics over the past several years, as part of the analysis. Liaise with the Fund's IT support teams, communications team, and other units in the Fund as needed to obtain a clear holistic picture of what is possible and most suited to meet the needs of the Fund and its stakeholders.
4. Assess website needs of the Fund and its clients and make recommendations to improve the look and beautification of the website in the nearer term.
5. Research and assess a longer-term reorganization of the site with an eye to make it more user-friendly for viewers and AF stakeholders, with clear, simple, easy to use pathways to obtain ready information on accessing funding or applying for accreditation, relevant news/events, reports, policies, project or program documents and partners, in an organized, interconnected and aligned manner. Include range of options, cost estimates and phased implementation timelines.
6. Help create a content map, with recommended guidelines and workflows for website content updates, administration and maintenance.
7. Help facilitate and oversee the short-term beautification/modernization project through to completion, with view to make site stand out more and be more appealing/engaging to users.
8. Research, provide recommendations and help oversee longer term project through to completed revamp, overhaul or reorganization of the site, with a view to make it easier to use for its range of clients – including implementing partners, AF contributors, CSOs, Board members, other international climate organizations, beneficiaries, partners, academia and the general public.
9. Ensure proposals incorporate vision and goals of Fund's five-year Medium-Term Strategy for 2023-2027 and its communications objectives and goals.
10. Recommendations should include options for social sharing or other interactivity features, language options and an accurate search function (including exploring embedded AI search), and exploring options for updating interactive map of projects/programs.
11. The website should be built/redesigned using a content management system that is well established, and on a stable, secure server with sufficient memory that is capable of displaying well across platforms - from desktops to mobile devices – over the long term.

## **Required Qualifications**

- Master's degree in communications, marketing or international development, or equivalent experience required;
- Minimum six to eight years of working experience in communications or marketing, website and digital communications, website content management, multimedia, communications project management, and developing and executing strategic content or communications plans, with a basic understanding of web design or development a plus;
- Strong communication skills and comfort level in effective coordination with diverse international colleagues, stakeholders and external vendors;
- Excellent experience and skills in managing effective website or digital communications strategies;
- Familiarity with using Content Management Systems (CMS), such as WordPress or Drupal a plus; and broad knowledge of current web development technologies or trends in graphic design, interactive websites, multimedia and social media campaigns a plus;
- Solid understanding of user experience (UX) design, search engine optimization (SEO), evaluating website metrics, and interactivity of websites across desktop and mobile platforms highly valued;
- Experience in or strong familiarity with international development or climate finance desired.

## **Duration**

20 days from approx. May 1, 2024 to June 30, 2024, with opportunity to extend beyond this initial period.

## **Application Process**

Interested candidates should submit a CV with a letter of interest, to the AFB secretariat: [afbsec@adaptation-fund.org](mailto:afbsec@adaptation-fund.org) with copy to [mpueschel@adaptation-fund.org](mailto:mpueschel@adaptation-fund.org) by 29th April 2024 with the subject line: 'application for Comms-Website Org Specialist.' Interviews will be conducted virtually.