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the German Bundestag

Terms of Reference

Public Awareness – Communication Expert

PROGRESS – Promoting Green Deal Readiness in the Eastern Partnership Countries project

1. Project Background

The regional project PROGRESS – Promoting Green Deal Readiness in the Eastern Partnership Countries is funded by the International Climate Initiative (IKI) of the German Federal Government and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH as the lead agency, in partnership with the Regional Environmental Centre for the Caucasus (REC Caucasus), the Organisation for Economic Co-operation and Development (OECD), the European Business Association (EBA) Moldova, and the Institute for Economics and Forecasting of the National Academy of Sciences of Ukraine.

The project supports Eastern Partnership countries in advancing climate-oriented, resource-efficient, and environmentally sustainable economic development, with a particular focus on agriculture and agri-food value chains. Through demonstration projects and stakeholder engagement, PROGRESS promotes climate-resilient practices, greenhouse gas emission reduction, and circular economy approaches.

In Armenia, REC Caucasus is responsible for coordinating implementation, including technical activities, stakeholder engagement, and advocacy processes. Advocacy is structured along two complementary strands:

- (i) Institutional advocacy, focusing on engagement with public authorities and policy processes; and
- (ii) Awareness and digital advocacy, ensuring visibility of project activities and fostering broader societal engagement.

Within this framework, awareness-raising on green and climate-smart agriculture is a key instrument for supporting behavioral change, strengthening stakeholder engagement, and facilitating the uptake and replication of project-supported practices.

2. Objective of the Assignment

The objective of this assignment is to support implementation of national public awareness-raising activities on green and climate-resilient agriculture, ensuring alignment with National Policy Priorities, Stakeholder Needs and Advocacy Dynamics, Project implementation action and Demonstration Activities. PA expert should use available public awareness and engagements tools and methodologies including digital tools and

platforms. The assignment aims to ensure that awareness activities are strategic, inclusive, and operationally grounded, contributing to both institutional engagement and public outreach.

3. Scope of Work

The Public Awareness/ Communication Expert will be responsible for the comprehensive design, alignment, and initial implementation of **national awareness-raising activities**, including planning and content development to outreach, stakeholder engagement, and evaluation.

Building on the existing campaign topics and stakeholder mapping, the expert will refine and operationalize awareness activities in alignment with government strategic priorities, advocacy inputs, and stakeholder needs, ensuring coherence with ongoing institutional processes and project implementation.

The expert will:

- Develop the overall structure, methodology, and implementation plan of awareness campaigns, ensuring a clear and logical sequencing of activities.
- Define and apply criteria for gender-sensitive, culturally appropriate, and inclusive communication, ensuring accessibility across target groups.
- Refine and structure campaign topics through consultations with national agencies and stakeholders, focusing on sustainable agricultural products, climate-oriented green economic development, and EU Green Deal alignment.
- Ensure PA action implementation using PR and communication channels, relevant media channels (TV, radio, online), social media platforms, innovation solutions are encouraged.
- Identify and structure a calendar of events and awareness opportunities,
- Apply appropriate tools and methodologies for awareness-raising outlined in Advocacy strategies (Institutional and Digital), including media campaigns, social media/digital engagement, interactive tools, and community-based approaches, in coordination with project partners and focal points.
- Ensure effective use and transfer of project visibility and communication tools, supporting their uptake by national stakeholders.
- Support the launch and implementation of the awareness campaign, coordination of activities, partners, and timelines, ensure use of digital communication tools and platforms to enhance outreach, visibility, and engagement.
- Conduct consultations and face-to-face interviews with beneficiaries and stakeholders, and prepare an assessment of stakeholder engagement and campaign effectiveness, including recommendations.

The assignment will be implemented in reference to the project's Institutional Advocacy Strategy and Digital Advocacy Strategy, ensuring alignment with institutional engagement approaches and appropriate use of communication tools.

4. Deliverables

The expert is expected to submit the following deliverables:

1. Awareness campaign structure, methodology and implementation schedule, including the overall campaign logic, sequencing of activities, and a refined Campaign Topics Note.
2. Summary report on consultations with national agencies and stakeholders, aligned with government priorities and green agriculture objectives.
3. Draft awareness campaign content and action plan, incorporating gender-sensitive, culturally appropriate and inclusive communication guidelines.
4. PR and Communication Framework, including proposed media channels such as TV, radio and online media, social media platforms and their use, as well as potential private sector and media partners.
5. Calendar of Events and Awareness Activities, including a structured list of planned events and awareness-raising opportunities.
6. Stakeholder mapping by activity, including stakeholder groups, roles, and selected tools and approaches such as media campaigns, social media, interactive tools and community-based methods.
7. Coordination approach with project partners and focal points.
8. Campaign Launch and Initial Implementation Summary, covering campaign rollout, coordination and implementation.
9. Description of the use of communication and digital tools.
10. Stakeholder Consultation and Evaluation Report, including a summary of consultations and interviews, assessment of stakeholder engagement and campaign effectiveness, and recommendations for further actions.

6. Duration and Location

Duration: 6 months

Location: Armenia

7. Reporting and Coordination

The expert will work under the supervision of REC Caucasus PROGRESS project Team leader and in close coordination with REC C and GIZ Armenia teams.

8. Qualifications and Experience

- Advanced university degree (Master's or equivalent) in media, public relations, communications, public policy, international relations, or other related field,
- At least 5 years of relevant professional experience in awareness-raising, advocacy, communication, or stakeholder engagement in the fields of environment, agriculture, or sustainable development,
- Proven experience in designing and implementing awareness or communication campaigns, including development of methodologies, content frameworks, and successful outreach strategies,

- Demonstrated experience working with public institutions, development projects, and multi-stakeholder environments, including coordination with government bodies, civil society, and private sector actors
- Practical experience with digital communication tools and platforms, including social media and online outreach tools, with the ability to adapt content to different audiences
- Strong analytical and writing skills, with the ability to produce clear, structured, and professional reports and communication materials
- Experience in conducting stakeholder consultations, interviews, and qualitative assessments.
- **Excellent command of English & Armenian (written and spoken) is a must.**

Short-listed applicants will be contacted. CV and cover letter should be sent to inforeccaucasus@gmail.com, please mention the name of the vacancy “**Public Awareness – Communication Expert**” in subject line.
Deadline for submission: 20 May, 2026.