



## TERMS OF REFERENCE

Position Title : **Creatives and New Media Officer**

Project Title : The Climate Reality Project Philippines

Appointment : Nine (9) months (with the possibility of extension)

Start Date : 01 March 2024 – 31 December 2024

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The Climate Reality Project Philippines is hosted by the Institute for Climate and Sustainable Cities (ICSC), an international non-government group advancing fair climate policy and low carbon and climate-resilient development.

The Climate Reality Project is a Washington, DC-based non-profit organization founded and chaired by former US Vice President and Nobel Laureate Al Gore. The mission of The Climate Reality Project is to catalyze a global solution to the climate crisis by making urgent action a necessity across every sector of society. To this end, the organization recruits, trains, and mobilizes people from all walks of life to work for just climate solutions that speed energy transition worldwide and open the door to a better tomorrow for us all.

**General Overview.** The Creatives and New Media Officer is responsible for supporting digital creation including design and layout of publication materials, web content, presentations, and other communication products for the Climate Reality Project Philippines social media platforms and website.

1. **Scope of Work.** The Creatives and New Media Officer will have the following duties and responsibilities:
  - 1.1. Based on the Climate Reality Philippines brand, execute graphic design/layout, design, and revisions of materials such as, but not limited to social media postcards, event posters, newsletters, blogs, infographics, news articles, research studies, factsheets, PowerPoint presentations, and brochures;
  - 1.2. Create customizable PowerPoint templates for use during trainings and presentations of Climate Reality Leaders;
  - 1.3. Support the Creatives and New Media Lead in maintaining the Climate Reality Philippines social media platforms and website including creation

of regular, quality, and timely contents on the Branch's strategic objectives and programs and activities, especially on climate finance;

- 1.4. Support the Creatives and New Media Lead in the development and implementation of Social Media plan and calendar for the fiscal year;
  - 1.5. Actively contribute to the creative process through attending team and partners' meetings and communicating program and project status;
  - 1.6. Maintain an image library and archives of all knowledge products of the Climate Reality Philippines, including all materials developed for online and traditional publication.
2. **Qualifications and Experience.** The Creatives and New Media Officer will have the following education, professional experience, skills and knowledge:
- 2.1. Graduate in a relevant discipline (e.g., visual graphic design, communications, marketing, arts or a related field);
  - 2.2. Minimum of four (4) years' professional experience in graphic design and development, advertisement, and marketing, with proven records (e.g. portfolio of past projects needs to be presented);
  - 2.3. Strong practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, etc.;
  - 2.4. Demonstrated experience in developing, editing, and overseeing layout of publications and knowledge content management for websites and social media;
  - 2.5. Excellent written and verbal skills in English and Filipino;
  - 2.6. Strong interpersonal skills with ability to work under pressure and to establish and maintain effective work relationships with people of different backgrounds;
  - 2.7. Maturity and professional ability to handle sensitive information and ability to respect the confidentiality of such information while working with ICSC and Climate Reality Philippines even after the contract ends; and
  - 2.8. Ability to lead and work effectively with people from diverse cultural and professional backgrounds.

3. **Supervision.** The Creatives and New Media Officer will have the following reportorial and supervisory relationships:
  - 3.1. Directly report to the Creatives and New Media Lead of the Climate Reality Philippines who will conduct regular performance and output evaluation;
  - 3.2. Maintain close coordination with the Communications Team of Climate Reality Philippines; and
  - 3.3. Work closely with the Branch Manager of Climate Reality Philippines.
4. **Working Hours.** The work of the Creatives and New Media Officer will be mostly home-based and is encouraged to shelter in place and take precautions necessitated by the COVID-19 pandemic. The Creatives and New Media Officer must be available online to work with the Climate Reality Philippines at least four (4) days a week, from Monday to Thursday, starting 9:00 AM.

Should the work require an in-person participation, the Climate Reality Philippines will implement proper COVID-19 protocols such as antigen testing before and after the event.