

Terms of Reference: Policy and Advocacy Manager

Duties

You support the Executive Director to develop and implement an effective programme of policy and advocacy for conservation actions for priority species, sites and habitats, in line with Nature Kenya strategic plan. You take responsibility for fostering ecological sustainability in ways that safeguard Key Biodiversity Areas (KBAs) and priority landscapes and species including those regarded as common. You promote uptake of Multilateral Environmental Agreements and participate in national and global meetings and processes. You lead/coordinate campaigns to safeguard KBAs in danger and lobby Government and developers to take action to safeguard these places. You build the capacity of grassroot organisations working with Nature Kenya to champion site advocacy, education and awareness efforts. To achieve this, you will support the Executive Director to:

1. Disseminate the science on species and ecosystems to safeguard nature services and link human wellbeing with conservation and development
2. Mainstream KBAs/IBAs and biodiversity in general into key sectors of the economy: agriculture, energy, water, infrastructure and others.
3. Analyse policies, legislation and institutional frameworks at all levels and develop recommendations for key target groups.
4. Catalyze and influence policies, legislation and institutional frameworks for ecosystem resilience
5. Empower local communities and Site Support Groups to advocate for species and sites conservation
6. Demonstrate and advocate the values of nature
7. Encourage and promote sustainable production
8. Develop and implement on the ground demonstrations/models for enhanced ecological sustainability in the process of meeting economic/humans needs
9. Work with the public and private sector to promote best practice to mitigate negative impact of major developments
10. Communicate the Nature Kenya work to audiences to influence them to take action for biodiversity conservation
11. Contribute to the implementation of biodiversity linked international treaties to enhance KBAs conservation
12. Mobilize the resources needed to influence policy, to conserve and sustain ecosystems services

You will support the Executive Director to promote an understanding and acceptance of the importance of a healthy environment to well-functioning production sectors. This will require an extensive strategy of research, communication, education and public awareness and advocacy. You will research, develop and implement mechanisms to bring together representatives of various sectors in order to coordinate research and policy outcomes and activities and use science to address common conservation concerns. Through mainstreaming, biodiversity science and concerns will be internalized into the way economic sectors, development models, policies and programmes operate. By integrating biodiversity concerns into the way sectors operate you will enhance the immediate benefits of improving environmental quality and productivity, and which also serve as a long-term safeguard for sustainable development.

You are responsible for developing a national constituency of institutions that recognise and support Nature Kenya work. An important part of the job is to ensure that Nature Kenya conservation work is packaged and disseminated to a broad range of stakeholders, partners and members. A critical component is to ensure that Nature Kenya is adequately represented in key advocacy national fora and that Site Support Groups and national institutions understand their roles and obligation in the implementation of key policies, legislation, treaties, agreements and conventions to ensure IBAs/KBAs conservation in perpetuity. To support these strategic goals, fundraising is a key component of your work and you will raise resources to support your position and others working with you to achieve your planned targets.

You will report to the Executive Director but work as part of a team with the Species and Sites Manager, Local Empowerment Manager, Membership and Communications Manager, Programmes Support Manager, Finance Manager and all other Conservation Programme staff, interns and volunteers. This position cuts across many Society units and requires excellent collaboration and cross-reference and linkages with all units to ensure communication and advocacy targets address all Society objectives and targets.

Specific responsibilities:

A. Reporting, Supervising and Planning

1. Report to the Executive Director
2. Work closely with Species and Sites Manager, Local Empowerment Manager, Membership and Communications Manager, Programmes Support Manager, Finance Manager and all other Conservation Programme staff, interns and volunteers.
3. Attend and take minutes at the Environmental Legislation and Policy Working Group (ELPWIG)

B. Mainstream Biodiversity into Sectors of the Economy

4. Analyse development policies, development strategies, conservation policies, laws and institutions and recommend/implement actions to promote biodiversity safeguarding
5. Promote climate smart agriculture systemically and at/around KBAs to sustainably increase agricultural productivity and incomes from crops, livestock and fish, without having a major negative impact on the biodiversity/environment.
6. Promote smarter location of wind energy, improvement of electricity transmission lines/designs to safeguard birds and advocate for avoidance of all areas that are hotspots for endangered species or areas likely to lead to significant bird and bat mortality
7. Advocate for appropriate placement of infrastructure e.g. roads, railways, transport corridors, cities, towns, schools, churches, dams for water harvesting and others to reduce/minimise/avoid impacts on KBAs/IBAs and other ecologically sensitive areas
8. Contribute to national, county and private sector policies, strategies, businesses cases and plans for development to promote KBAs conservation in perpetuity
9. Develop and implement strategies to engage appropriate stakeholders.
10. Engage all like-minded actors including media, institutions, membership and others to increase the voice and demand for sustainability

C. Advocacy and Networking

11. Develop, implement and update advocacy strategy for Nature Kenya
12. Track development initiatives, EIAs and coordinate generation of comments on key EIAs to ensure compliance with Nature Kenya strategic objectives
13. Coordinate Nature Kenya's representation at relevant parliamentary processes and key national and county meetings and conservation forums, and help advocate its conservation concerns in Kenya.
14. Develop advocacy training programme for Site Support Groups and collaborate with conservation programme for its successful implementation link to SSGs training.
15. Assist in the co-ordination and the operations of Nature Kenya's Policy and Legislation Working Group, and help develop Nature Kenya's position on relevant policy issues
16. Ensure that Nature Kenya's database of key contacts, including decision-makers, is up to date and is used to maximum effect in advocacy
17. Co-ordinate the Key Biodiversity Areas National Liaison Committee for Kenya
18. Coordinate reporting for advocacy meetings attended by other staff
19. Lead campaigns for developments or actions that jeopardize biodiversity conservation

D. Contribute Towards the Domestication, Implementation and Reporting for Biodiversity-related Sub-regional, Regional and International Treaties

20. Analyse conventions and identify opportunities for conservation
21. Work with appropriate Government and other organisations to improve the implementation of national and international environmental laws and treaties
22. Catalyse mandated agencies to domesticate appropriate MEAs e.g. CBD, CMS, AEWA, CITES, UNFCCC, UNFCCC, Nairobi Convention and others
23. Prioritise participation and mobilise resources to attend key MEAs nationally and globally
24. Track the implementation of the NBSAP and links to MEAs programmes of work
25. Catalyse national and grassroot participation in key international days

E. Conservation Action

26. Develop a programme for SSGs policy and advocacy work
27. Liaise with Conservation Programme to ensure that SSGs participate in key events e.g. World Wetlands Day, World Environment Day, World Migratory Bird Day, etc and ensure such events are covered by the media

28. Prioritise sites in critical need for protection and advocate for their formal protection by government and local communities
29. Prioritize key habitats and develop strategies for habitat conservation
30. Stimulate the development of site management plans and advocate for their implementation

F. Conservation Research

31. Carry out policy analysis/research to inform conservation actions
32. Carry out applied conservation research on wide range of issues and link these to policy interventions to save species and KBAs
33. Cooperate with species and Sites Manager and develop species and site research projects and turn these into policy briefs to influence conservation decision making
34. Use research to link humans wellbeing to health of ecosystems
35. Mainstream biodiversity data into planning processes for example spatial plans, land use plans, management plans and others

G. Project and Programme Management and Reporting

36. Support the Executive Director to ensure the effective and efficient implementation of Nature Kenya's conservation and advocacy projects and programmes, and that donor requirements of reporting and accounting are met
37. Ensure effective management for all the projects delegated to you by the Executive Director
38. Assist in producing workplans, budgets and quality reports to donor requirements
39. Guide field staff to effectively deliver planned project targets and outputs
40. Ensure monthly workplans and budgets are prepared and agreed with the Conservation Programme Manager and Executive Director
41. Ensure field reports are received every month and that reporting is based on impacts and results are fed into standard donor reporting protocols

H. Communication

42. Provide a focal point for advocacy communications at Nature Kenya
43. Coordinate advocacy communications and input into Nature Kenya publications
44. Provide content for updating the advocacy section of the Nature Kenya website ensuring that it remains dynamic and informative
45. Engage Nature Kenya members and the public in the Society's activities using the website
46. Consolidate media image and maintain contacts database
47. Write up articles for print and electronic media and publications
48. Create awareness on key conservation issues in Kenya and globally
49. Foster links with existing and potential Nature Kenya corporate members
50. Foster links with media and organize media participation in Nature Kenya activities
51. Stimulate the establishment of a media working group
52. Document lessons and experiences and communicate to the public
53. Take films and videos and market to media
54. Link with partners to ensure effective communication, advocacy and action for IBA/KBAs conservation

I. Fund-raising

55. Assess areas where donor support is potentially needed and match to appropriate donors
56. Write up fundraising proposals and submit to donors including corporates
57. Engage the private sector in biodiversity conservation initiatives
58. Assist to create opportunities to promote Nature Kenya's activities and projects to potential supporters and donors
59. Ensure that staff and operating costs are consistently incorporated into funding proposals
60. Strategically talk to individuals who have potential to support advocacy, SSGs work and conservation actions

J. General

61. Strive for personal and professional development by updating your knowledge and skills, and taking part in appropriate conservation-related activities outside the workplace
62. Maintain a safe, clean, organised and efficient personal work space and common areas
63. Any other reasonable duties as specified by the Executive Director