



Terms of Reference

Mesoamerican Reef Restoration Network (MAR-RRN) Communication consultant

1. Introduction and Background

The Mesoamerican Reef (MAR) is the largest coral reef system in the Atlantic Ocean, stretching more than 1,000 kilometers along the coastline of Mexico, Belize, Guatemala, and Honduras. The MAR's economic value is estimated to be more than USD 4.5 billion, supporting the livelihoods and providing coastal protection to more than 2 million inhabitants in the region (IDB, 2021; WTW, 2020).

The Mesoamerican Reef Fund (MAR Fund) is a regional environmental fund established to contribute to the protection of the MAR Region. MAR Fund implements the Reef Rescue Initiative (RRI), whose primary goal is to increase the resilience and ability to recover of the Mesoamerican Reef. Since 2017, The RRI and through the capacity building strategy, has supported the Reef Restoration Network of the MAR (MAR-RRN). The network started in 2012, by Oceanus A.C. promoted and initiated the creation of the Mesoamerican Reef Restoration Network (MAR-RRN), an important regional platform for coral reef conservation and restoration.

The Network's main objective is to enable the exchange of knowledge, experiences, best practices, and methodologies regarding coral reef restoration and associated ecosystems (seagrass, mangroves, and beach vegetation, among others). The Network is managed and led by an Executive Committee and runs under the established bylaws. In 2020, with the support of the MAR2R (CCAD/WWF/GEF) project, the Network developed its governance instruments, including a Strategic Plan and Action Plan for five years (2021-2026). Every two years the Network holds a regional meeting (Biennial meeting), where the Executive Committee presents the progress of the operational plan and shares the next steps for the following two years.

In 2025, a comprehensive diagnostic of the MAR-RRN was conducted to assess key operational areas, identify challenges, and provide recommendations for strengthening the Network. Based on the findings and recommendations of this diagnostic, the MAR Fund will continue supporting the MAR-RRN and its Executive Committee (EC) by contracting a consultant to facilitate the communication among the members of the network, through the management and update of the Network's website www.coralmar.org, the social media, and other communication tools.

2. Objective of the consultancy

The main objective of this consultancy is to facilitate and promote knowledge exchange and enhance communication among members of the Reef Restoration Network of the MAR (MAR-RRN) through the management and continuous updating of the Network's website www.coralmar.org, and other communication tools.

3. Main activities

The consultant shall carry out the following activities:

- a. Develop and implement a comprehensive work plan that highlights and describes the activities carried out during this consultancy, highlighting the main products to be developed in support of the MAR Reef Restoration Network (MAR RRN).
- b. Ensure the regular update of the Network's website, www.coralmar.org, by uploading information relevant to the Network. For example, material produced by Network, material related to the Network's mission, and material that could be of interest to the Network and its members.
- c. Maintain regular communication with the website's webmaster¹, and oversee the maintenance and regular updating of the website.
- d. Look for content and key material to showcase the work of the Network and to raise interest among members, and make sure the webmaster receives this information to ensure timely publication and updates on the website.
- e. Produce and publish the network's monthly newsletters, ensuring to include important news, events, results, key achievements and content generated by the Network
- f. Produce informative notes based on relevant MAR-RRN information, as needed to share important news, and to disseminate relevant information.
- g. Create and manage social media updates for the Network's social media to highlight the work of the network and share relevant information with the Network members and the general public.
- h. Manage and maintain the Network's distribution list (listserve), ensuring accurate member information and effective distribution of materials, and communications to all members.
- i. Maintain the MAR RRN resource website library updated, including all information related to reef restoration and reef conservation (e.g., restoration protocols, technical guides, research papers, and others).
- j. Identify MAR RRN members success stories from the field (e.g., community-led restoration, innovative techniques) using photos and videos to showcase impact through informative notes, through the newsletter and other materials the consultant deems appropriate approved by the Executive Committee.
- k. Provide and support the network events, webinars, and other activities by producing communication assets such as save the date, informative notes, list of participants, and registration to online webinars, and similar.
- l. Track engagement metrics (e.g., open rates, event attendance, member growth).
- m. Submit advance reports to the Executive Committee and MAR Fund as required.
- n. Maintain communication, coordination, and follow-up meetings with the Executive Committee and MAR Fund as needed.
- o. Ensure adjustments requested by the MAR Fund and the Executive Committee are implemented, propose improvements to keep the website active, and recommend adjustments as needed.

¹ MAR Fund contracts a webmaster for the Network's website operations and functionality. All content creation, uploading, updates, and overall management of the website's information falls under the responsibilities of this consultancy.

4. Duration of contract

The consultancy shall be implemented over a period of 12 months from the date of contract signature.

5. Submission of Deliverables

- a. All deliverables shall be submitted in electronic format only, via email to the MAR Fund-RRI (cocana@marfund.org) copying mjavila@marfund.org
- b. All deliverables shall be submitted in editable formats to facilitate review (Word, Excel, PowerPoint). PDFs will not be accepted.
- c. All deliverables shall be prepared in English and Spanish.
- d. MAR Fund shall create a SharePoint site or shared drive for the consultant to facilitate submission of the deliverables.

6. Products to be delivered

The consultant shall deliver the following:

- a. A detailed timeline outlining the key milestones and deliverables, along with a proposed methodology to effectively execute the activities of this consultancy. This approach will ensure structured progress and alignment with the project objectives.
- b. A quarterly progress report summarizing activities carried out, including engagement metrics, challenges encountered, and recommendations to be implemented for the following quarter, these reports include the communications package demonstrating the following:
 - i. Three monthly newsletters elaborated and distributed
 - ii. Minimum 15-20 posts published across the Reef Restoration Network website.
 - iii. Reef Restoration Network Listserve updated and maintained monthly
 - iv. One success story for the MAR documented using photos and video
 - v. Resource library updated with relevant materials as needed (1-2 new resources per quarter if applicable)
- c. A final annual report consolidating all activities, achievements, and engagement metrics from the 12-month period, including:
 - I. Report of the website continuous operation and update
 - II. Website traffic analysis
 - III. Newsletter performance (open rates, click-through rates)
 - IV. Member growth and participation
 - V. Lessons learned and recommendations for the future

7. Financial Conditions

- **Professional Fees:** The consultant's professional fees will be negotiated and agreed based on their qualifications, relevant experience, availability, and the overall project budget.
- **Payment Terms:** Payments shall include professional fees, applicable taxes, and any banking charges incurred by the consultant. Disbursements will be made according to a pre-established delivery schedule, contingent upon the satisfactory submission and approval of each deliverable, accompanied by the corresponding invoice. Payments will be processed on a quarterly basis.
- **Travel costs:** when necessary, will be covered separately upon approval by MAR Fund.

8. Key Qualifications

- a. Bachelor's degree in Communications, Journalism, Environmental Education, or a related field.
- b. Based in the MAR region, with strong familiarity with the regional coral restoration community. If based in Mexico, the consultant must reside in Quintana Roo.
- c. Minimum 3 years of proven experience in conducting the activities described in this ToR.
- d. Experience with similar projects or organizations, preferably in the environmental non-profit sector.
- e. Excellent written and verbal communication skills in both English and Spanish.
- f. Ability to work independently and manage multiple tasks effectively.
- g. Knowledge of the specific sector or context relevant to the consultancy (e.g., coastal marine ecosystem restoration, environmental networks).
- h. Demonstrated experience in social media management.
- i. Strong organizational and website management skills.

9. Required documentation

The consultant shall provide:

- a. Résumé or CV describing relevant experience to this consultancy. Maximum three pages.
- b. A letter of interest.
- c. A portfolio of pertinent projects demonstrating relevant work experience.
- d. At least three work references indicating work experience in the MAR.

10. Application Deadline

Send your application by May 15th, 2026 COB to the following email: (cocana@marfund.org) with a copy to mjavila@marfund.org. In case of incomplete documentation, the proposal will not be taken into consideration.

Considerations

- MAR Fund is an organization committed to equity and diversity in the workplace. Our employment policy ensures that all decisions—from recruitment to professional development—are based on merit and individual qualifications. We have a zero-tolerance policy on any form of discrimination or harassment. As an organization working toward the conservation, restoration, and sustainable use of marine and coastal ecosystems in the Mesoamerican Reef, we seek to integrate diverse perspectives and encourage applications from candidates of all backgrounds and sectors to strengthen our mission.
- Proponents are responsible for all costs associated with the preparation and presentation of proposals submitted to MAR Fund for evaluation on the framework of this request for proposals, and therefore there is no obligation on behalf of MAR Fund to cover such costs – either in whole or in part – or to provide any advance or compensation if their proposal is not selected.
- Proponents acknowledge and accept that the preparation of the proposal(s) does not constitute a financial obligation on behalf of MAR Fund, and therefore the economic and financial responsibility for the preparation of the proposal(s) is exclusive of the proponent(s), regardless of the selection process outcome.
- The selection process will be carried out in accordance with MAR Fund’s internal evaluation guidelines and the result will be final.
- Only applicants who advance to the next stage of the selection process will be contacted, and due to the number of applications, MAR Fund will not provide feedback to applicants.