

Terms of Reference Website Content Writer Arafura and Timor Seas Ecosystem Action (ATSEA)

GENERAL INFORMATION	
Reference:	VA-2025-01
Title:	ATSEA Website Content Writer
Consultation type:	Individual Consultant
Reports to:	ATSEA interim Executive Director
Duty Station:	Home-based
Expected Places of Travel:	Travel to ATSEA Regional Secretariat, if necessary
Duration of Assignment:	20 working days from April to June 2024

BACKGROUND
<p>Following the signing of the Sydney Declaration and the adoption of the Strategic Action Program (SAP) 2024-2033, ATSEA is transitioning into a long-term regional governance mechanism. This shift strengthens regional collaboration and sustainable marine resource management in the Arafura and Timor Seas.</p> <p>Until 2024, ATSEA operated under the ATSEA-2 Project (2019-2024), supported by the Global Environment Facility (GEF) and implemented by the United Nations Development Programme (UNDP) and executed by UNDP and PEMSEA. With the conclusion of ATSEA-2, the project is evolving into an independent entity guided by the SAP 2024-2033 framework. This transition requires updated communication materials that accurately reflect ATSEA's new entity, structure, working mechanism, and long-term commitments.</p> <p>To support this, ATSEA's website needs a comprehensive content update to align with its evolving mandate. As the primary communication platform, the website must effectively convey ATSEA's objectives, governance, and strategic direction to stakeholders and the public. To achieve this, ATSEA is seeking a Website Content Writer to refine existing content, develop new sections where needed, and ensure consistency with its updated framework.</p>

OBJECTIVE
<p>The main objectives of this assignment are:</p> <ol style="list-style-type: none">1. To update the ATSEA website content in alignment with its transition from ATSEA-2 to ATSEA.2. To revise narratives to reflect the new Strategic Action Program (SAP) 2024-2033, governance, and working arrangement.3. To provide recommendation in restructuring and updating sections to enhance readability, clarity, and accessibility.4. To ensure that content accurately represents ATSEA's scope of work, governance structure, and targeted outcomes.5. To provide two language versions of the website content: English and Indonesian.

SCOPE OF WORK, DUTIES AND RESPONSIBILITIES, AND DELIVERABLES

1. SCOPE OF WORK

Under the supervision of the ATSEA Interim Executive Director and in close coordination with the communications team, the Website Content Writer will be responsible for updating the following sections of the ATSEA website:

A. Content Revisions and Updates

A.1 Home Page

- *What is ATSEA?*
- *What does ATSEA aim to achieve?*
- *Where does ATSEA work?*

A.2 Who We Are

- *About ATSEA to reflect the transition.*
- *Add a new section/tab for ATSEA-1 and ATSEA-2 Journey*
- *Vision and Mission*
- *How we work*

A.3 What we do

- *Marine plastic and ALDFG*
- *Small Scale IUU Fishing*
- *Oil spill*
- *ETP Species and critical habitats*
- *Crosscutting objectives*

A.4 Get Involved

- *Adjust the narrative to fit ATSEA’s new status*

A.5 Language Versions

- *Ensure that all content is provided in both English and Indonesian.*

B. Final Deliverables

B.1 Revised and updated website content in an editable format (English and Indonesian)

B.2 A structured document outlining all changes for ATSEA’s approval

B.3 Finalised website content published and validated by ATSEA

2. TIMELINE

The consultant is expected to complete the assignment within 12 weeks with a total of 20 working days distributed throughout the period. Below is the proposed breakdown:

Agenda	Week					
	1-2	3-4	5-6	7-8	9-10	11-12
Kick-off meeting with ATSEA Regional Program Team (team)						

Review of the existing website content and SAP 2024-2033 (1 day)						
Develop a content update plan, including approach for English and Indonesian versions						
Draft content updates for: Home Page <ul style="list-style-type: none"> ○ <i>What is ATSEA?</i> ○ <i>What does ATSEA aim to achieve?</i> ○ <i>Where does ATSEA work?</i> In English, then translate draft into Indonesian						
Submit for initial review by ATSEA team						
Revise content based on feedback						
Draft content updates for: Who We Are <ul style="list-style-type: none"> ○ <i>About ATSEA to reflect the transition.</i> ○ <i>Add a new section/tab for ATSEA-1 and ATSEA-2 Journey</i> ○ <i>Vision and Mission</i> ○ <i>How we work</i> In English, then translate draft into Indonesian						
Submit for review						
Revise Who We Are sections based on feedback						
Draft content updates for What we do <ul style="list-style-type: none"> ○ <i>Marine plastic and ALDFG</i> ○ <i>Small Scale IUU Fishing</i> ○ <i>Oil spill</i> ○ <i>ETP Species and critical habitats</i> ○ <i>Crosscutting objectives</i> In English, then translate draft into Indonesian						
Submit for review						
Implement feedback and refine content						
Draft content updates for Get Involved						

<ul style="list-style-type: none"> ○ Adjust the narrative to fit ATSEA’s new status. In English, then translate draft into Indonesian 							
Conduct a full review with ATSEA team							
Address any necessary refinements							
Final content validation by ATSEA team							
Submission of final content update report							

3. REPORTING AND OUTPUT DELIVERY

The Website Content Writer will be reporting to the **ATSEA Interim Executive Director** in seeking approval and acceptance of the above-mentioned outputs.

All forms of reports shall be developed in English, submitted in a file storage containing a soft copy of the editable version, all presentations, maps, videos and photos, and all data and calculations.

WORKING ARRANGEMENTS

Duration of the Work

Expected duration of work is from April to June 2025 (12 weeks) spread over 20 working days. The detailed timeline should be developed by the consultant as part of the proposal.

Duty Station

The Consultant will be home based with regular coordination with the communications team and the Interim Executive Director.

Travel Plan

Possible travel to the ATSEA Regional Secretariat office in Bali, Indonesia, as needed and feasible.

REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications:

- A Bachelor’s degree in communications, environmental science, marine studies, journalism, or a related field

Experience requirement:

- A minimum of five (5) years of experience in content writing, preferably in website content development, digital communications, or technical writing
- Proven experience in writing and structuring content for organizational or project websites
- Strong knowledge of marine conservation, governance, and policy related to the Arafura and Timor Seas (ATS)

- Experience working on environmental, marine, or conservation-related projects
- Excellent writing, editing, and proofreading skills, with the ability to translate complex information into accessible and engaging content
- Familiarity with SEO principles and website content best practices
- Ability to work independently and meet deadlines, while incorporating feedback from multiple stakeholders
- Knowledge of and experience working in the ATS region would be an advantage

Language Requirements:

- Fluency in **both English and Indonesian**, with strong written and verbal communication skills in both languages.

Other requirements:

- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- High motivation and ability to work and deliver under tight deadlines without compromising the quality of outputs
- Able to work independently with little or no supervision
- Demonstrates integrity and ethical standards
- Positive, constructive attitude to work;
- Strong facilitation work experience and strong communication skills with relevant stakeholders
- Overall computer literacy, including proficiency in various MS Office applications (Excel, etc.).

DOCUMENT REQUIREMENTS

Applicants are requested to submit:

- (1) Duly accomplished Letter of Confirmation of Interest and Availability;
- (2) Detailed Curriculum Vitae, indicating all past experiences from similar projects, as well as the contact details (email and telephone number) of the Candidate;
- (3) Proposed budget, detailing the consultant's expected remuneration and any associated costs.

Applicants are requested to submit the tender and requirements via email to recruitment@pemsea.org and copy to infoatsea@pemsea.org.

Applications received after the closing date (**01 April 2025**) will not be considered. Only those candidates that are shortlisted will be notified. Applicants from the ATSEA region are highly preferred. For more information on ATSEA, please visit www.atsea-program.com and www.pemsea.org