TERMS OF REFERENCE

Campaigns strategist to support the UNCCD flagship products

Consultancy reference number: CCD/20/COMMS/34

Background
Established in 1994, the United Nations Convention to Combat Desertification (UNCCD) is the sole legally binding international agreement linking environment and development to sustainable land management. The mandate of the Convention and its 197 Parties is to support “a future that avoids, minimizes, and reverses desertification/land degradation and mitigates the effects of drought in affected areas at all levels – and to achieve a land degradation-neutral world consistent with the 2030 Agenda for Sustainable Development.”

Development and production of publications is one of the core functions of the secretariat and the Global Mechanism (GM). Many workplan outputs exist in published format and like other information materials, publications are an integral part of the communication means for the implementation of the UNCCD 2018–2030 Strategic Framework.

Flagship publications and reports serve as major advocacy tools, targeting broader public beyond the UNCCD stakeholders. The secretariat and GM seek a coherent and strategic approach to communicate the messages of these flagship publications to win the attention that land use and management issues deserve, and to motivate the public to be proactive in changing their attitude and everyday behaviours towards achieving land degradation neutrality.

Currently, the following three flagship publications and reports are planned to be released up to UNCCD COP15, which is scheduled later in 2021.

- **Global Land Outlook 2**: The Global Land Outlook (GLO), released every 4 years, is a state-of-the-art strategic communications product providing a transformative vision and framework for land management practice, policy and planning at global, regional, and national scales. The second edition of the GLO (GLO2) will primarily aim to support the effective implementation of the United Nations Decade on Ecosystem Restoration, being led by FAO and UNEP ([https://www.decadeonrestoration.org/](https://www.decadeonrestoration.org/)). It will showcase implementation pathways for meeting the objectives of the Decade, including achieving targets on Land Degradation Neutrality (LDN). All GLO products can be found at: [https://knowledge.unccd.int/glo/global-land-outlook-glo](https://knowledge.unccd.int/glo/global-land-outlook-glo).

- **Great Green Wall Implementation Status and Way Ahead Report**: The UNCCD is one of the key partners in the Great Green Wall (GGW) Initiative – an African-led movement with an epic ambition to grow an 8,000km natural wonder of the world across the entire width of Africa. By 2030, the Great Green Wall aims to restore 100 million hectares of land, sequester 250 million tons of carbon and create 10 million jobs in rural areas. The report provides an overview of the status and implementation progress of the GGW, accounting for land restoration progress made on the ground as well as for financial resources allocated to the Initiative. It presents the findings of the stocktaking exercise and impact assessment of the GGW implementation at several scales.

- **Sand and Dust Storms Compendium: Information and Guidance on Assessing and Addressing**
the Risks Posed by Sand and Dust Storms: The compendium is a science-based communications product with an aim to complement the more technical knowledge about SDS in the implementation of the Policy Advocacy Framework for SDS (https://www.unccd.int/sites/default/files/sessions/documents/2017-08/ICCD_COP%2813%29_19-1711042E.pdf). It aims to raise awareness and provide information and guidance on how to assess and address the risks posed by SDS, and plan actions to combat SDS, underscoring gender sensitiveness and gender equity issues. The Compendium draws up-to-date information from a wide range of sources gathered in collaboration with other UN organizations to allow a user to (1) define the scope of SDS impacts and (2) develop plans to address these impacts.

The UNCCD secretariat and the GM seek for a consultancy to develop a campaign strategy with comprehensive action plans for these flagship publications, supporting outreach to right audience through global campaigns, and communicate the urgency of the key issues that the Convention addresses and solutions and technologies available to change course.

The consultant is not expected to implement the campaign strategy.

Objective of the consultancy
The objective of this consultancy is to support the UNCCD secretariat and the GM to conceptualise and develop targeted and strategic campaigns for the aforementioned three flagship products, including possible spin-off campaigns, and an overall plan to spread their messages, inspire people to act, increase visibility, attract diverse users, and elevate the profile of the UNCCD and its flagship products. The consultant will develop a comprehensive campaign plan for each flagship product that gives guidance on specific pathways for message dissemination and amplification for the different flagship products, including through:

- Review of the existing UNCCD communications platforms to understand how to embed multiple targeted campaigns within the existing communications framework, considering that the UNCCD already has an extensive communications framework in place, including an overall communication plan
- Identify and profile the most effective target audiences to achieve the goals of each flagship product, including from high-level audiences, global leaders, governments, political influencers, private sector, and individuals, including women and youth, in different geographies across the world
- Develop key messages for each flagship product, targeted to the identified audiences.
- Identify the appropriate communication channels and partners/influencers who could amplify the outreach efforts
- Identify the types of materials and activities that need to be produced
- Advise the optimized use of UNCCD media and social media platforms for campaigns
- Develop a comprehensive implementation roadmap which includes timelines, tasks and who should carry out these tasks
- Identify external resources required, including technical assistance for specific communications products such as infographics, photos, publishing and printing services.

Specific Tasks
Under the overall supervision of the Chief of Comms unit and in consultation with a multi-unit team in the UNCCD secretariat and the GM, the consultant will develop a campaign strategy with

The consultant will be expected to:

- Work closely with a multi-unit team composed of representatives of all units of the UNCCD secretariat and the GM, and in particular those substantive officers responsible for coordinating and producing the specific flagship products
- Work with the UNCCD knowledge management, media and social media management, and IT teams, as well as other relevant staff
- Work with UNCCD partners supporting the development of the flagship products and other emerging initiatives or flagship products, including with UNCCD National Focal Points, scientists, researchers, CSOs and private sector.

Specific areas of focus should include, but not limited to the following:

- Outlining an analytics and assessment framework for the effectiveness of content and platforms used;
- How to ensure consistent messaging across all platforms and services for UNCCD external relations and outreach for multiple campaigns
- Identification of and guidance on strategic campaign products, including graphics, infographics, posts for social media, researching and sourcing imagery and photos, blog posts, fact graphs, info graphs, briefings for media, other documents requiring simple design, quotables, snapshots, videos, fact boxes, and other graphic designs
- Digital platforms, such as Twitter, Instagram, Facebook, YouTube, LinkedIn, Flickr. The UNCCD knowledge hub will serve as the platform for all web-based products
- How to strengthen the amplification of key messages through partner platforms and projects
- How to communicate and amplify messages through international events (physical/virtual).

**Deliverables**

- Work plan/Inception report.
- Strategic campaign plans for the GLO2, GGW, SDS flagship products, including:
  - Key messages;
  - Identified and profiled target audiences;
  - Roadmap for implementations;
  - Overview of required resources for implementation.
- Presentation of the plan to the UNCCD secretariat and the GM.

**Contractual terms**

The consultancy will be full time, home-based and virtual for one month starting as soon as possible. The consultant will prepare an overall work plan/inception report at the beginning of the assignment, which will be discussed and agreed with the UNCCD team supporting this work. A few revisions of the proposed strategies should be expected before the final presentation.

**Requirements**

- Master’s degree in public relations or other fields relevant for the consultancy
- A minimum of 5 years of work experience in the field of public relations or media
• Demonstrated experience in developing international communication strategies and campaigns
• Strategic ability to see opportunities, design innovative approaches backed by strong analysis and planning
• Have a strong sense for messaging, themes and techniques that resonate with the media in general
• Demonstrated ability to work with diverse teams, including virtually
• Ability to communicate effectively in English with demonstrated writing skills
• A commitment to environmental issues linked to the planet and humanity
• The ideal candidate will have worked with the distillation of large amounts of information for diverse audiences, and the synthesis and translation of scientific information, concepts and language into clear, compelling content on multiple platforms for non-technical audiences. This includes being at ease working in a global UN environment and with scientists and researchers.

**Submission of application**

Applications should be submitted by e-mail to staffing@unccd.int together with a UN Personal History Form and CV¹, specifying the position CCD/20/COMMS/34 in the subject line. Please also submit a cover letter including your expectations for remuneration.

The deadline for applications is **16 August 2020**. Only applications submitted by the deadline will be considered.

Due to the volume of applications received, receipt of applications cannot be acknowledged individually. Please address your application as indicated above and please do not address or copy your application to an individual at the Secretariat or Global Mechanism. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance: 06 August 2020

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¹ UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: https://www.unccd.int/about-us/secretariat/vacancies/applying-unccd