



TERMS OF REFERENCE

COMMUNICATIONS SUPPORT FOR HIGH-LEVEL DIALOGUE ON DESERTIFICATION, LAND DEGRADATION AND DROUGHT

Consultancy reference number: CCD/20/COMMS/64

Background

Following General Assembly resolutions A/RES/74/220 and A/RES/75/218, the President of the General Assembly, with the support of the Executive Secretary of the United Nations Convention to Combat Desertification, will convene a High-level Dialogue to assess the progress made in the fight against desertification, land degradation and drought and to map the way forward in the light of the UN Decade for Deserts and the Fight against Desertification, which ends in 2020. The Dialogue will take place on 22 April 2021 (tbc) at the United Nations Headquarters in New York.

The main objectives of the Dialogue, among others, are to:

- keep momentum on addressing DLDD challenges, with a view to accelerating SDG implementation and COVID-19 recovery efforts, contributing to ecosystem restoration, and climate change adaptation, mitigation and resilience, by using land restoration as a key entry point.
- build upon the commitments and initiatives from Member States and stakeholders made during the Summit on Biodiversity, along the path to the CBD COP15, UNFCCC COP26, and the UNSG 2021 Food Systems Summit
- Encourage all UN Member States to adopt and implement Land Degradation Neutrality plans and associated Disaster Risk Reduction Plans, to guard against future systemic health or environmental crises.
- Call for countries to support the LDN Fund to further UNCCD action on land restoration.
- Highlight best practices and encourage partnerships with existing mechanisms and initiatives and identify new stakeholders to upscale work on DLDD.

This consultancy aims to achieve robust engagement of the international communities, United Nations organizations and CSOs in activities on and towards the Dialogue. At the same time, it seeks to leverage the event to raise awareness among the general public on the issue, leading to increased recognition of SDG 15.3 on land degradation neutrality as an accelerator for achieving multiple SDGs.

About the United Nations Convention to Combat Desertification

The United Nations Convention to Combat Desertification (UNCCD) is an international agreement on good land stewardship. Through partnerships, the Convention's 197 Parties set up robust systems to manage land degradation and drought promptly and effectively. Good land stewardship based on a sound policy and science helps integrate and accelerate the achievement of the Sustainable Development Goals, builds resilience to climate change and prevents biodiversity loss. Land also plays a key role in the prevention, preparedness, response,



and recovery phases of the COVID-19 pandemic, securing rural livelihoods and creating green jobs, supporting community resilience and maintaining the sustainable delivery of ecosystem services. www.unccd.int

Consultant tasks

Under the direct supervision of the Head of UNCCD New York Liaison Office (NYLO) and in close consultation with the Communications and other relevant substantive Units of the UNCCD secretariat and the Global Mechanism, the consultant will undertake the followings:

1. Develop a short advocacy and outreach strategy with a timeline and expected outcomes with a view to creating a momentum/buzz, increasing engagement and enhancing output and visibility of the event (before, during and after).
2. Seize relevant milestone global events and their preparatory processes (e.g. UN Decade for Ecosystem Restoration, Desertification and Drought Day, UN Food Systems Summit, UNCCD COP15) as communication and advocacy opportunities for the High-level Dialogue event.
3. Develop key messages to target audience groups based on the substantive documents prepared for the event.
4. Propose social media texts for the UNCCD Executive Secretary and other high-level UN officials for the promotion of the event.
5. Produce communication and advocacy instruments and materials, including hashtags, web-contents, briefing materials, press releases, and articles and coordinate their dissemination through effective channels.
6. Plan high-impact social media content including graphics, videos, articles and other multimedia formats that effectively informs and engages external audiences and supports media and advocacy outreach (graphic productions will be engaged separately by the secretariat).
7. Pitch New York-based media and other targeted media for publishing and interview opportunities.
8. Identify key UN and IGO partners on communications and work with them for timely and effective dissemination of information through mass media and social media.
9. Recommend any other outreach opportunities and potential activities that amplify the key messages of the event.
10. Submit an end of the consultancy report with recommendations for the way forward regarding the advocacy and communication, collective commitment of CSOs particularly the youth, and building strong linkages with the UN Decade on Ecosystem Restoration (2021-2030) and stocktaking on the UN Decade on deserts and desertification which ends on 31 December 2020.

Requirements

- Advanced university degree in communication, journalism, public relations, international relations or related disciplines. A first-level university degree in



combination with two additional years of qualifying experience may be accepted in lieu of the advanced university degree.

- Proven professional experience of at least five years in strategic advocacy, writing, communication and media planning and management, preferably with experience in coordinating multi-stakeholder events in the United Nations or similar settings.
- Experience in working with civil society, foundations and other advocacy organizations is an asset.
- Working knowledge of French is an asset.
- Experience working with the city and the local community is an asset

Contractual terms

Starting date: as soon as possible until 31 May 2021.

Submission of application

Applications should be submitted by e-mail to staffing@unccd.int with a UNCCD Personal History Form¹, CV, cover letter and sample writing work(s), specifying the reference number: **CCD/20/COMMS/64**.

The **deadline for applications is 10 January 2021**. 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: 29 December 2020

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