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## TERMS OF REFERENCE

### Social Media Assistant

**Consultancy reference number: CCD/22/COMMS/IC/14**

#### **Background**

The United Nations Convention to Combat Desertification (UNCCD) is an international agreement on good land stewardship. It helps people, communities, and countries to create wealth, grow economies and secure enough food and water and energy, by ensuring land users have an enabling environment for sustainable land management. 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.

The functions of the secretariat are, among others, to make arrangements for sessions of the Conference of the Parties (COP) and its subsidiary bodies. In addition, the secretariat also provides assistance to Parties in implementing the Convention. The mission of the Communications Unit is to keep land issues high on the global agenda and to position the UNCCD as a well-known and trusted authority in finding solutions to desertification, land degradation and drought. To achieve these goals, the Unit communicates persuasive policy messages, promotes the UNCCD brand and overall reputation, connects the science and policy realms, and reaches out to key stakeholders such as youth activists, civil society, the media and the private sector.

The social media assistant will provide communications support ahead and during the UNCCD COP15 in Abidjan, Côte d'Ivoire, 9-20 May 2022 and the Desertification and Drought Day on 17 June 2022 in accordance with the overall Convention's strategic communication plan and digital strategy, including curating the messages, outreach to the global community, developing advocacy campaigns, producing online communication products, managing partnerships and mobilizing the youth around key UNCCD issues

#### **Objective of consultancy**

Support daily social media work across UNCCD channels including creating social copy and visuals; participates in conceptualizing and driving social media campaigns to increase reach, promote engagement with followers and partner organizations.

#### **Duties and Responsibilities:**

Under the direct supervision of the Public Information Associate and the overall guidance of the Chief of Communications Unit, the consultant will perform the following duties:

- Assist in the development and implementation of effective strategies and campaigns to enhance social media outreach and increase social media following, with particular focus on French-speaking and youth audiences.
- Assist in the development, execution and evaluation of integrated online campaigns to promote of UNCCD knowledge products, publications and events.
- Using internal and external sources and publications, research, produce and schedule daily social media content for UNCCD social media platforms, including Twitter, Facebook, Instagram, YouTube and LinkedIn.



- Enhance UNCCD online presence by researching, scripting and producing social videos, infographics and quote cards for Convention's digital platforms to promote key UN dates and UNCCD events.
- Perform desk and online research on internal and external events and programmes relevant to the work of UNCCD and develop social media plans to promote them.
- Research and expand the database of social media partners, with particular focus on French-speaking and youth audiences.
- Monitor social media engagement and propose measures for improvement.
- Perform other tasks for the unit as needed.

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### Deliverables

Key deliverables are:

- ✓ Daily social posts with accompanying visuals in English and French
- ✓ Social videos and visuals developed around key events, 1-2 a week
- ✓ Social media campaigns developed and implemented

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### Contractual terms

This is individual consultancy and only applications received by the individuals will be accepted. Contract shall run for 3,5 months starting on 15 March – 30 June 2022. During this period of time contractor will be required to work 2 months part time and one month full time.

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### Requirements

- Bachelor's degree in public relations, journalism, communications or political/social sciences
- Knowledge of environmental, policy, youth advocacy and outreach issues and activities relevant to the work of UNCCD.
- Experience in outreach and awareness-raising activities.
- Experience creating content for online communities and knowledge-sharing platforms.
- Graphic design and writing/editing skills.
- Experience working in a multicultural and multinational environment.
- Knowledge of the UN issues related to sustainable development and sustainable use of natural resources.
- Familiarity with UNCCD issues and work is an advantage.
- Excellent writing and editing skills in English, fluency in French is highly desirable

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### Special notice

Only individuals who can act as independent, individual economical operators are qualified to apply. Individuals who can provide their services only on account of an institution or enterprise not in their individual capacity are not eligible under this procedure.

Individuals engaged under a consultancy or individual contract will not be considered "staff members" under the Staff Regulations and Rules of the United Nations Secretariat and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultant and individual contractor is responsible for determining tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

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### Submission of application

Applications should be submitted by e-mail to [staffing@unccd.int](mailto:staffing@unccd.int) with a UNCCD Personal History Form<sup>1</sup>, CV and cover letter, specifying the reference number: [CCD/22/COMMS/IC/14](#).

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



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The deadline for applications is **13 March 2022**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

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: 07 March 2022