



TERMS OF REFERENCE

Media Consultant

Consultancy reference number: CCD/22/COMMS/IC/17

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 second edition of the Global Land Outlook (GLO) is UNCCD's flagship publication. It offers a state-of-the-art assessment of the world's land resources and provides recommendations to decision-makers on how to advance land restoration agenda. The launch of the GLO2 report is planned for the week of 25 April 2022, two weeks ahead of UNCCD COP15 in Abidjan, Cote d'Ivoire, from 9-20 May 2022.

The Media Consultant will coordinate engagement with broadcast, print and online media to amplify the key messages of GLO2 to ensure they reach decision-makers and other major stakeholders. S/he will also work to secure top-tier global media coverage of the report supplemented by quality regional coverage, especially in Africa as the continent that will host UNCCD COP15.

Objective of consultancy

Top-tier global media coverage of the GLO2 report supplemented by quality regional coverage.

Duties and Responsibilities:

Under the direct supervision of the Chief of Communications Unit and in close consultation with the External Relations, Policy and Advocacy Unit, the consultant will perform the following duties:

- Liaise internally and externally, as directed, to identify GLO2 newsworthy and regional angles and research / draft news release, including securing its necessary approvals;
- Advise on key materials to be included in the GLO2 media pack and review/edit the final media pack as may be required;
- Proactively pitch the report to target media, including the creation and distribution of a "primer" to pique media and other stakeholders' interest in the report;



- Coordinate interview scheduling, including liaising with spokespeople on their availability, languages spoken, etc. and preparing an interview management / coordination spreadsheet and talking points for spokespeople;
- Coordinate personalized international release distribution via email and post online at secure embargoed access news sites;
- Assist with spokespeople preparation / management and moderation of interviews;
- Support management of virtual news conference on launch day and regional press briefings as may be required;
- Gather and measure coverage using media monitoring services used in the sector/comparable organizations;
- Provide a summary and analysis of media coverage, including key message penetration, spokespeople quoted and estimated earned media cost;
- Manage follow-up interviews and public inquiries; and
- Perform other project-related tasks as may be needed.

Deliverables

Key deliverables are:

- ✓ GLO2 “primer” and press release
- ✓ Talking points for spokespeople
- ✓ Interview management/coordination spreadsheet
- ✓ Summary and analysis of GLO2 media coverage

Contractual terms

This is individual consultancy and only applications received by the individuals will be accepted. Contract shall run for 2 months starting on 01 April 2022.

Requirements

- Bachelor’s degree in public relations, journalism, communications or political/social sciences
- Knowledge of environmental, policy, and outreach issues and activities relevant to the work of UNCCD.
- Experience in working with top-tier global broadcast, print and online media
- Experience creating quality content for media, including excellent writing and editing skills in English
- 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

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.



Submission of application

Applications should be submitted by e-mail to staffing@unccd.int with a UNCCD Personal History Form¹, CV and cover letter, specifying the reference number: [CCD/22/COMMS/IC/17](#)

The deadline for applications is **23 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: 17 March 2022

¹ UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: <https://www.unccd.int/convention/work-with-us/guidelines>