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## TERMS OF REFERENCE

### Web and Social Media Consultant Global Initiative G20

**Consultancy reference number: CCD/22/GI/C/19**

#### **Background**

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Desertification, along with climate change and the loss of biodiversity were identified as the greatest challenges to sustainable development during the 1992 Rio Earth Summit.

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 Convention seeks to support countries to address Desertification, Land Degradation, and Drought (DLDD). ([www.unccd.int](http://www.unccd.int))

The G20 (or Group of Twenty) is the annual international forum for the governments from 19 industrialized countries and the European Union (EU). Collectively, the G20 economies account for around 90 percent of the gross world product (GWP), 75 percent of world trade, two-thirds of the world population, and approximately half of the world's land area. In 2020, Saudi Arabia held the rotating Presidency of the G20. The G20 Leaders' Declaration, issued on Sunday, 22 November 2020, launched a "Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats". Building on existing initiatives and on a voluntary basis, the G20 countries share the ambition to achieve a 50 percent reduction in the amount of degraded land by 2040.

The Global Initiative (GI) with oversight from UNCCD, will focus on capacity building, engaging the private sector and civil society and showcasing success. The Director, under the oversight of the Executive Secretary of the UNCCD, manages the Initiative Coordination Office (ICO).

The consultancy is required for the initial design the website for the initiative so that the initiative can begin its communication activities.

#### **Objective of consultancy**

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A functioning website for the Initiative which has the facility to expand once additional information is available.

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

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Under the supervision of the Director, the candidate will perform the following duties:

- Discuss with the substantive team at the Initiative coordination office and understand the user requirements for the website and social media handles
- Discuss with the communication team of UNCCD to understand branding and technical aspects of websites, social media and communication products in UNCCD
- Prepare the initial outline for the website along with the technical requirements for full scale

#### **Deliverables**

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Key deliverables are:

- ✓ Inception report on the website giving conceptual outline and technical specifications
- ✓ Functioning website.

#### **Contractual terms**

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The services of the selected individual contractors will be required for a duration of 40 days during the period from April to August 2022, starting as soon as possible and paid on submitted deliverables.



Travel to Global initiative Office based in Bonn, Germany and any other possible travel will be organized and paid separately. The consultant will work remotely and/or in the office. All products resulting from this contractual arrangement are the exclusive property of the Global Initiative/UNCCD.

### Requirements

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- University degree in communications, international relations or a related field is required. Technical Qualification in web designing.
- A minimum of 2 years of progressively responsible professional experience in social media is required.
- Experience with the United Nations system is desirable. Experience coordinating social media support for digital campaigns is desirable. demonstrating a basic understanding of a multilateral organization environment, is a plus.
- Knowledge of current theories and best practices in digital and online communications.
- Experience in online and digital resource and knowledge sharing strategies and mechanisms for global teams
- Excellent command of written English language. Good communication skills
- The ideal candidate will be an excellent communicator with a strong understanding of strategic communications approaches for effective advocacy and campaigning.
- Understanding of global web, social media and online environment and how best to harness them

### Special notice

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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

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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/GI/C/19](#).

The deadline for applications is **18 April 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: 23 March 2022

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<sup>1</sup> UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: [Guidelines | UNCCD](#)