



TERMS OF REFERENCE

Website and Graphic Design (GLO)

Consultancy reference number: CCD/22/ERPA/C/26

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, and reverses desertification/land degradation and minimizes effects of drought (DLDD) in affected areas at all levels – and to achieve a Land Degradation Neutrality (LDN) consistent with the 2030 Agenda for Sustainable Development.”

The UNCCD recognizes that addressing and reversing land degradation is one of the key sustainable development priorities for most of its 168 affected countries Parties. In response, the UNCCD secretariat and its partners identified the need to create a strategic communications publication and platform, entitled the Global Land Outlook (GLO), to facilitate insight debate and discourse on a new and transformative vision for land management policy, planning, governance, and practice at global and national scales.

The aim of the GLO is to communicate evidence-based, policy-relevant information and trends in an accessible way to a variety of stakeholders, including national governments formulating their responses to commitments to better manage and restore land resources, including the SDGs and associated targets, LDN. The 1st edition of the GLO was released in September 2017; four GLO regional thematic reports were published in September 2019. In April 2022, the 2nd edition of the GLO and two regional reports were published and can be found here: <https://www.unccd.int/resources/global-land-outlook/overview>.

Objective of consultancy

Deliverables are focused on transforming evidence-based narrative text in the GLO2 SDM and full report into a simple and informative web-based reading experience; creating derivative communications and knowledge products that utilize state-of-the-art graphic design and interactive multi-media elements

Duties and Responsibilities

The UNCCD secretariat is looking for an experienced consultant for developing and implementing website, content, and graphic design for the second edition of the GLO report and related publications. Under the overall supervision of the Chief of External Relations, Policy and Advocacy (ERPA) unit and the direct supervision of the assigned Officer, the consultant will have the following duties and responsibilities:

- Propose and implement options for creating an engaging web-based viewing experience, including an interactive Summary for Decision Makers (SDM), the repackaging of sections and thematic elements contained in the full GLO report, and action guides on food systems;
- Propose and implement options for a searchable cases studies/good practices microsite based on the draft templates used in GLO production and by other UNCCD partners;
- Propose and implement options for the dissemination of key messages through social media and other information channels using a variety of infographic and multi-media approaches;
- Propose and implement options for promoting GLO regional reports.



Deliverables

Key deliverables are:

- ✓ transforming evidence-based narrative text in the GLO2 SDM and full report into a simple and informative web-based reading experience.
- ✓ creating derivative communications and knowledge products that utilize state-of-the-art graphic design and interactive multi-media elements.

Contractual terms

The services of the selected consultant will be required for 3 months starting mid-June 2022. This assignment requires a web and graphic design expert with significant work experience in environmental sustainability, regenerative agriculture, ecological restoration, earth sciences, or related fields. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

Requirements

- Bachelor's degree in graphic design, visual arts, illustration or related field is required.
- Graphic design training and certification, advanced skills in Adobe Creative Suite, experience producing multimedia content for social media use.
- Data visualization. Must have a subscription to the latest Adobe products and related graphic design, web, and desktop publishing applications
- Minimum of 5 years relevant work experience in developing dynamic interactive websites and content, and graphic design for web and social media.
- Knowledge and experience using a Drupal CMS, and other relevant tools to develop interactive website visualization.
- Strong research and analytical skills including an understanding of environmental management, rural development, and food production issues.
- Knowledge of and/or experience of working with the UN or UNCCD is desirable.
- Fluency in English is required; knowledge of French and Spanish is an advantage.

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/ERPA/C/26](#)

The deadline for applications is **27 May 2022**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

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



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: 27 April 2022