



TERMS OF REFERENCE

Senior Expert Outreach and Communication

Consultancy reference number: CCD/22/GI/C/37

Background

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)

The G20 (or Group of Twenty) is the annual international forum for the governments of 19 industrialized countries and the European Union (EU). 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).

A comprehensive communication and outreach strategy will be needed to promote the global initiative within G20 and beyond. The Initiative coordination office is looking for a senior expert on outreach and communication to promote the initiative.

Objective of consultancy

The Global Initiative Get increased visibility across the world.

Duties and Responsibilities:

Under the direct supervision of the Director Global Initiative the incumbent will undertake the following tasks:

- Prepare a draft strategy for outreach and communication for promoting the G20 Global Initiative within G20 and beyond.
- To consult with communication and other experts within UNCCD, G20 and others to align the strategy with UNCCD and G20 approaches.
- To give strategic guidance for the production of knowledge and communication products on Land Restoration and Terrestrial Habitat Conservation
- To provide strategic guidance on workshops, seminars and other events to be organized for promoting G20 Global Initiative.
- To identify important media channels (up to 20) around the world which could be used to promote the G20 Global Initiative.
- To identify key influencers (up to 100) around the world could be approached to promote the G20 Global Initiative.
- To provide guidance on global leadership programmes, global leadership awards, global painting, and other competitions to promote Land Restoration and Terrestrial Habitat Conservation.
- To represent the G20 Initiative in international fora upon request from the Director of the Global Initiative.



- To be the domain lead in the G20 Land Initiative Community of Practice on outreach and communication issues on the Global Initiative.

Deliverables

Key deliverables are:

- ✓ A draft strategy for outreach and communication.
- ✓ List of key media houses and influencers whom the Global Initiative should target to promote the initiative.
- ✓ Final report

Contractual terms

The services of the selected individual contractors will be required for 50 days during the period from 1st September 2022 to 31st August 2023, home based. All products resulting from this contractual arrangement are the exclusive property of the Global Initiative/UNCCD.

Requirements

- A Degree in Journalism, Communication, Science or Social Sciences or management is required.
- At least 15 years of international experience in field of communication is required.
- Excellent writing, editing and oral communication skills in English is required.

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/GI/C/37](#)

The deadline for applications is **31 July 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 Initiative. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance: 11 July 2022

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