



TERMS OF REFERENCE

Graphic Designer and Content Producer

Consultancy reference number: [CCD/22/ERPA/C/68](#)

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, minimizes, and reverses desertification/land degradation and mitigates the effects of drought in affected areas at all levels – and to achieve a land degradation-neutral world 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. Land degradation is a significant trigger of migration, although its impact is indirect. Land degradation combined with increasing anthropogenic pressure due to population growth and density leads to a decrease in the availability of productive land and water resources, a drop in crop yields and livestock productivity.

With the view of establishing the interdisciplinary science-based platform, facilitate the development of new approaches to build further interregional collaboration and enable analytical information and data to advise/support the stakeholders for targeted actions in the region, the UNCCD elaborated a Study on Climate Change, Land Degradation and Migration Nexus in Central Asia. The Study focused on evaluating the issues of desertification/land degradation in the region, including the historical background of the Soviet period, current perspectives of achieving land degradation neutrality, relevant sustainable land management (SLM) practices and perspectives of their dissemination in the region, existing land-based national and international labor market and relevant challenges leading to migration at national and international level, including geographical variety of distribution/dynamics of biophysical conditions and productive resources. The aim of the Study 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.

Droughts are among the greatest threats to sustainable development, especially in developing countries, but increasingly so in developed nations too. The number and duration of droughts has increased by 29 percent since 2000, as compared to the two previous decades. When more than 2.3 billion people already face water stress, this is a huge problem. More and more of us will be living in areas with extreme water shortages, including an estimated one in four children by 2040. No country is immune to drought.

The overwhelming evidence points to the need to shift from crises management to drought preparedness and adaptation measures that significantly reduce vulnerability and exposure at all levels. World leaders recognize the need for a global collaborative platform, with political engagement at the highest level and a network of implementing partners to support countries and communities considering their different circumstances.

Responding to these needs, the International Drought Resilience Alliance was first announced by Spain at the 77th session of the UN General Assembly in September 2022 to be officially launched at the UNFCCC COP27 in November 2022.

Objective of consultancy

The purpose of this consultancy is to lead on the production of various information and communications materials related to land degradation, desertification and drought, migration and climate change. The consultant will be in charge of designing and producing a wide range of materials in support of the above-mentioned priority areas.



Duties and Responsibilities:

Under the overall supervision of the Chief of External Relations, Policy and Advocacy (ERPA) unit and in consultation with the substantive officers in the UNCCD secretariat, the consultant will design various information, communications and training materials in support of the UNCCD Gender, Migration, Drought, Youth, Tenure, SDS, and Peace and Forest Initiative. Specific areas of focus should include, but not limited to the following:

- Design information, training and communications materials for the UNCCD, including but not limited to policy briefs, information materials, studies, invitations for events, etc.
- Support branding during events and high-level activities.
- Design the Study on Climate Change, Land Degradation and Migration Nexus in Central Asia, as well as the Summary of the Study (English and Russian versions).
- Develop the visual identity for Land degradation and migration nexus working in close collaboration with the team at the UNCCD secretariat.
- Design information and communications materials for the International Drought Resilience Alliance (IDRA), the Intergovernmental Working Group (IWG) on Drought and relevant working documents related to the “Drought and Water scarcity” portfolio of the Secretariat. Create infographics, graphs, video clips, audio visual materials and SNS assets.
- Design exhibitions and other awareness raising, outreach activities (production of banners, posters, etc.)
- Support UNCCD communications on social media platforms if required

Deliverables

Key deliverables:

- ✓ Design of the Study on Climate Change, Land Degradation and Migration Nexus in Central Asia, as well as the Summary of the Study (English and Russian versions), in line with the UNCCD corporate communications and branding strategy.
- ✓ Design information and communications materials for the IDRA, the Intergovernmental Working Group (IWG) on Drought and relevant working documents related to the “Drought and Water scarcity” portfolio of the Secretariat
- ✓ Outreach
 - Invitations for events
 - Contribution to high level policy dialogues
 - Support to visibility and dissemination on social media
 - Support to exhibitions and other outreach activities

Contractual terms

The service of the selected consultant is estimated to be 1-month full time during the period of November and December 2022. This contract is home-based, and payment is upon received deliverables. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

The consultant must be in possession of all the equipment and software necessary to conduct this work. The UNCCD will not purchase any equipment. Candidates are kindly requested to specify in their applications the software and equipment that will be used to carry out this assignment.

Requirements

- Degree in graphic design, publishing, communications or other fields relevant for the consultancy
- A minimum of 5 years of work experience in the field of media, graphic design, and/or publishing;



- Proven experience in communications, campaigns, media working with international organizations;
- Experience on publishing working with relevant software;
- Experience working in developing countries producing documentaries, campaigns etc. is an advantage
- Ability to communicate effectively in English with demonstrated writing skills. Knowledge of Russian language would be an asset.

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

The following documents should be sent to staffing@unccd.int as **one document**: UNCCD Personal History Form¹ /CV and cover letter, specifying the following in the email subject line: **CCD/22/ERPA/C/68**.

The deadline for applications is **21 November 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: 16 November 2022

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