



TERMS OF REFERENCE

Website and Online Strategy Consultant

Consultancy reference number: CCD/22/GI/C/76

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 from 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 G20 Global Initiative have its own dedicated website and we need an expert to support the maintenance of the website and support with social media strategy. We also need to develop an information hub in 2023 and support is needed to develop the hub as well as generate content.

Objective of consultancy

A fully functioning website with regular content flow. New dashboard for G20 countries. G20 Global initiative have good reach on the social media.

Duties and Responsibilities

The consultant is expected to accomplish the following tasks:

1. Maintain the current website of the G20 Global Initiative, adding regular updates from all staff and technical experts.
2. Support all staff members and consultants to develop appropriate video content for the website
3. Track the social media penetration and provide analytics to the communication team to target the social media interventions
4. Provide training and advice to the communication team and also technical experts on effectively using social media to increase reach and engagement
5. Start a conceptual design of an information-sharing on sharing website to bring together publicly available information on degraded lands, national and international commitments on land conservation and restoration, best practices, success stories on land restoration, progress made, results achieved, and lessons learned, etc.
6. Prepare country dashboards on land restoration-related matters for the G20 countries based on the country profiles prepared for G20
7. Provide support to the organisation of the G20 events in India during 2022, including arranging exhibits and developing video contents
8. Other additional tasks related to website design and online strategy for the G20 project.

Deliverables

Key deliverables:

- ✓ The website is regularly maintained and updated twice weekly with inputs from experts
- ✓ Monthly report of website and social media statistics



- ✓ Video content generated for the website and online platforms
- ✓ Monthly report of activities completed

Contractual terms

The service of the selected consultant is estimated to be for 120 days within the period from 01 January 2023 until 31 December 2023. The consultancy is home based. Few travel missions including to/from Bonn will be organized and paid separately. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

Requirements

- An advanced university degree (Master's degree or equivalent) in web design, web development, graphic design, training in journalism or media or related field is required. A first-level university degree in combination with two additional years of qualifying experience may be accepted in lieu of the advanced university degree.
- At least 15 years of proven experience in web designing, video content creation and social media marketing and information analysis from complex institutional websites and databases are required. At least five years of proven experience in modern websites user interfaces design.
- Fluency in oral and written English is required. Knowledge of another UN official language 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

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/GI/C/76**.

The deadline for applications is **21 December 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: 15 December 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>