United Nations
Convention to Combat Desertification

Telephone: + 49 (0) 228 815 2800
Fax: + 49 (0) 228 815 2898/99
Twitter @UNCCD
Email: secretariat@unccd.int

TERMS OF REFERENCE

Consultancy: Communications Specialist

Consultancy reference number: CCD/23/C/38(re-advertised)
(Those who have applied before, need not to reapply again)

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).

The successful candidate will be responsible for creating educational and informational materials as well as short-form content such as announcements, blog posts, and feature stories for the Initiative Coordination Office. The individual contractor will work under the direct supervision and guidance of the Communications Coordinator of the Initiative.

Objective of consultancy

The Global Initiative Get increased visibility across the world.

Duties and responsibilities

Under the overall supervision of the Director of the G20 Global Land Initiative, and the direct supervision of the Programm Officer, the consultant is expected to accomplish the following tasks:

1. Based on the Communications Strategy, two-year communications work plan and Initiative editorial calendar, plan and prepare a regular schedule of weekly productions of both written and video content for publication.
2. Collaborate with internal stakeholders and the Initiative’s experts to identify and source relevant information for the communication products, and to ensure communication products are consistent, accurate, and aligned with the Initiative’s goals and plans.
3. As appropriate and on request, travel on field missions to gather stories and visuals for content creation and development.
4. Produce engaging and informative videos on land restoration and the work of the Initiative for the organization's website and social media channels, including scriptwriting, filming, editing, and post-production.

5. Prepare and publish regularly and on-schedule, high-quality written content, including but not limited to, educational materials, blog posts, press releases, and feature stories for the Initiative's website.
6. As appropriate and as delegated, support development of the Initiative's other digital products, ensure adherence to brand, monitor and provide timely feedback on the use of published products, the public's responses, and the lessons learned and applied.
7. Manage the organization's YouTube social media channel, including content creation, scheduling, and engagement.
8. Monitor and assess the public's engagement and use of the materials produced and propose ways to improve the products.
9. Participate in team meetings for coordinated development, creation and scheduling of the required content for the organization's YouTube social media channel, and to promote engagement.
10. Collaborate with internal stakeholders to identify potential sources of stories and to anticipate needed resources for training, workshops and seminars.
11. Monitor media coverage and identify opportunities to promote the organization's work.
12. Research and develop relationships with stakeholders and partners to amplify the Initiative's messaging.

Deliverables

Key deliverables are:

1. Quarterly proposals of articles and YouTube products projected for publication.
2. Maximum 4-minute edited and ready-to-share/post videos for YouTube produced every week.
3. Every two weeks, at least one feature article, opinion, or blog for publication on G20 news page or for an agreed platform
4. Monthly submissions of work undertaken, including (increased/progressive) reach of videos produced each month.
5. Mid- and End-of calendar year reports of work accomplished, and lessons learned.

.

Contractual terms

The service of the selected consultant is estimated to be for 15 days per month for an initial period of 6 months. This contract can be renewable per UNCCD consultancy terms and based on performance. This contract is based on deliverables and payment is defined by days worked and submission of a timesheet. The consultancy is home based; however, the consultant will be required to travel from time-to-time on field assignments to interview experts, gather required materials or attend meetings. Sufficient advance notice will be provided. Costs related to travel and accommodation will be paid by the Global Initiative.

Requirements

- A Degree in Journalism, Communication, Science or Social Sciences or management.
- At least 5 years' experience preparing shooting and/or editing films and video products for online publications. At least 4 years' experience writing for reputable public-facing communication outlets, including digital and analogue publications.
- Good written and oral communication skills. Experience working on multi-media products. Excellent planning, organization and teamwork skills are required.
- Fluency in both verbal and written English language is required.
- Experience writing or publishing media articles desirable.
- Experience producing and/or managing YouTube Videos desirable.

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 Form**[1] **/CV** and **cover letter**, **links to samples of published work (YouTube videos and/or media articles)** specifying the following in the email subject line: **CCD/23/C/38.**

The deadline for applications is **13 July 2023**. 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 : 06 July 2023

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