



TERMS OF REFERENCE

Consultancy: Social Media Specialist (Arabic)

Consultancy reference number: CCD/23/C/71

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 in addressing 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 G20's "Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats" has a global scope, intending to engage all regions. Recognizing the strategic importance of social media as an influential medium within the Arab world, the Initiative Coordination Office housed at the UNCCD is seeking a Social Media Consultant proficient in Arabic content development. This individual will not only be instrumental in raising awareness around the Initiative and its objectives but will also actively contribute to heightening awareness on critical land issues among the target audience.

Objective of consultancy

Enhanced engagement and outreach to Arabic-speaking audiences on social media platforms, leading to heightened awareness and support for the Global Initiative on Reducing Land Degradation.

Duties and responsibilities

Under the supervision of the Policy Officer and in close coordination with the communication team, the incumbent will support the development of communications material in Arabic, including:

- Develop and implement a comprehensive social media strategy aimed at Arabic-speaking audiences.
- Arabic digital content management, including:
- Create and manage the initiative's Arabic social media accounts and engaging with audience on daily basis. This includes:
 - a. Twitter account;
 - b. LinkedIn page;
 - c. Facebook.
- Craft, edit, and publish compelling Arabic content that aligns with the objectives of the G20 Global Land Initiative on land related issues.
- Prepare and distribute a monthly newsletter in coordination with the existing English newsletter
- Maintain an address list for the Arabic speaking group



- Collaborate with graphic designers to create visually appealing infographics and video content in Arabic.
- Lead on developing and implementing campaigns targeting Arabic speakers, including for example during the month of Ramadan.
- Develop, review, proofread and adapt into Arabic a wide range of communication materials for digital channels.
- Track and analyse the performance metrics of Arabic social media campaigns, adapting strategies as necessary.
- Identify and liaise with social media influencers in the Arab world.
- Prepare weekly Arabic social media activity report for the office's weekly report.
- Support the development of Arabic media products as needed.
- Ensure consistency with UNCCD terminology and the initiative's brand guidelines in all produced output.
- Perform any other related duties.

All the above should be done in close coordination with the Initiative's Coordination Office communication team to ensure coherence and consistency in messaging among content in different languages.

Deliverables

Key deliverables are:

- A comprehensive social media strategy targeting Arabic-speaking audiences.
- Well-maintained and actively managed initiative's Arabic social media accounts.
- Regularly crafted, edited, and published Arabic content aligning with the G20 Global Land Initiative's objectives.
- Regularly drafted and published Arabic newsletter aligning with the G20 Global Land Initiative's English newsletter.
- Creation and maintenance of an address list for the Arabic speaking group
- Creation of Arabic media products (infographics, video content, etc.), adhering to brand guidelines.
- Execution of specific campaigns targeting Arabic speakers, such as those during Ramadan.
- Coherent and consistent messaging across different languages in collaboration with the Initiative's Coordination Office communication team.
- Adaptation and proofreading of communication materials for digital channels in Arabic, ensuring consistency with UNCCD terminology and style.
- Performance metrics reports of Arabic social media campaigns.
- Engagement with social media influencers in the Arab world.
- Weekly social media activity reports.

Indicators for the Evaluation of Outputs:

- Timely development and implementation of the Arabic social media strategy.
- Timely publication of the newsletter.
- Growth in followers and engagement rates across all Arabic social media accounts.
- Consistency in content publication frequency and quality.
- Positive feedback and engagement on campaigns, particularly during specific target periods like Ramadan.
- Adherence to UNCCD terminology and to the G20 Global Land Initiative's brand guidelines in all content.
- Measurable improvement in audience reach and engagement based on performance metrics.
- Successful liaisons and partnerships with notable social media influencers in the Arab region.
- Successful coordination with the initiative's coordination office social media team.



Contractual terms

The service of the selected consultant is estimated to be for 90 days during the period from 01 October 2023 until 31 March 2024. This contract is based on deliverables and payment is defined by days worked and submission of a timesheet. The consultancy is home based, however, if needed to travel on missions, travel will be paid for and organized separately.

Requirements

- Bachelor's degree in communications, Marketing, Journalism, Environment Science, Political Science, or related field.
- Minimum of 5 years in social media management, preferably targeting Arabic-speaking audiences.
- Previous experience in preparing layouts in Arabic is required.
- Proven track record in community growth and engagement.
- Excellent written and oral communication skills in both English and Arabic languages are required.
- Strong understanding of the Middle Eastern and North African socio-cultural contexts.
- Proficient in social media analytics tools.
- Familiarity with the objectives and goals of UNCCD.
- Fluency in both English and Arabic languages, both oral and written, 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 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/23/C/71**.

The deadline for applications is **05 September 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 : 15 August 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>