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## TERMS OF REFERENCE

### Consultancy: Website and Online Strategy Consultant

Consultancy reference number: CCD/23/C/80

#### Background

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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](http://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 Land Initiative Coordination Office (ICO) has its own dedicated website and an expert consultant to support the maintenance of the website and maintenance of the Global Restoration Information Hub is needed.

#### Objective of consultancy

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A fully functioning the G20 GLI website and Global Restoration Information Hub with regular content flow. G20 GLI have good reach on the social media.

#### Duties and responsibilities

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Under the direct supervision of the Information Management Officer and in coordination with the G20 GLI Unit the contractor will be required to:

1. Maintain the current the G20 GLI websites and add regular updates from all staff and technical experts, including posting new articles and blog stories.
2. Support all staff members and consultants to develop appropriate video content for the websites.
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 technical experts on effectively using social media to increase reach and engagement.
5. Maintenance of the Global Restoration Information Hub that brings 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. Provide support to the organisation of the G20 GLI events in India during 2023 and Brazil during 2024, including arranging exhibits and developing flyer and video contents.
7. Other additional tasks related to website design and online strategy for the G20 GLI.



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## Deliverables

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Key deliverables are:

- ✓ The website is regularly maintained and updated twice weekly with input from experts.
- ✓ Monthly report of website and social media statistics.
- ✓ Improve the website performance and design.
- ✓ Maintenance of the Global Restoration Information Hub.
- ✓ Video and flyer content generated for the website and online platforms.
- ✓ Monthly report of activities completed.

## Contractual terms

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The service of the selected consultant is estimated to be for 11 months during the period from 01 October 2023 until 31 August 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

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- ✓ A university degree in web design, web development, graphic design, training in journalism or media or related field is required.
- ✓ At least 15 years of proven experience in web designing 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 is required.
- ✓ Experience in social media and communications platforms is highly desirable.
- ✓ Excellent oral and written communications skills, strong interpersonal skills and ability to organize engaging webinars and events; ability to project manage multiple tasks across diverse projects in an organized and timely manner; attention to detail. Knowledge of social media, website development and virtual communications channels is desirable, as is experience of writing copy for online audiences.
- ✓ Technical skills in web designing, video content production.
- ✓ Fluency in oral and written English is required. Knowledge of another UN official language is an advantage.

## Special notice

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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

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The following documents should be sent to [staffing@unccd.int](mailto:staffing@unccd.int) as **one document**: UNCCD Personal History Form<sup>1</sup> /CV and cover letter, specifying the following in the email subject line: **CCD/23/C/80**.

The deadline for applications is **25 September 2023**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

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



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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 : 18 September 2023