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## TERMS OF REFERENCE

### Consultancy: Social Media Specialist

Consultancy reference number: CCD/23/C/81

#### 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 in addressing 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 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" (G20 GLI). 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 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 G20 GLI is looking for a skilled consultant with expertise in social media management that can assist the communications teams in managing and optimizing the G20 GLI social media accounts. The role of the social media specialist is to create engaging content, foster brand awareness, and drive social media growth.

#### Objective of consultancy

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The consultant will deliver comprehensive social media management services to the G20 GLI, encompassing support for visualization and publication designs. The key focus will be on strategically activating and optimizing social media presence across LinkedIn, Instagram, and Facebook platforms.

#### Duties and responsibilities

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1. Manage social media platforms;
  - a. Implement a social media strategy aligned with current GLI communication and implementation strategies;
  - b. In consultation with G20 staff, create a social media content/editorial calendar to guide implementation;
  - c. Develop and produce relevant social media copy, such as text, images, videos and infographics for the target audiences and share it on the appropriate social channels in a timely manner;
  - d. Monitor and respond to social media comments, messages and mentions;
  - e. Engage followers and community members by sharing content, responding to comments and participating in discussions;
  - f. Manage social media advertising and promotion campaigns, as appropriate;
  - g. Analyze and measure social media performance using metrics and analytics tools and adjust and optimize social media strategy and content based on performance data and feedback;



- h. Collaborate with team members and partners to ensure social media content and messaging align with GLI branding and standards;
    - i. Stay up-to-date on social media trends, best practices and changes to platform algorithms and policies;
  2. Oversee end-to-end production and distribution of monthly newsletter, ensuring the highest editorial and design standards, and consistent use of GLI brand and messaging:
    - a. Collaborate with internal and external GLI teams to prepare a content calendar, gather content, news and updates;
    - b. Curate or write articles, ensuring accuracy, relevance and alignment with GLI objectives;
    - c. Ensure content is in line with the GLI editorial guidelines and values, including ensuring a diverse range of voices and perspectives are reflected;
    - d. Maintain consistency in voice, style and messaging across all newsletter issues;
    - e. Proofread content for grammatical, typographical, and factual errors;
    - f. Verify key data, including names, dates, copyrights, credits and credibility of information sources;
    - g. Design visually appealing newsletter that follows GLI branding guidelines
    - h. Submit final layout and design for review and clearance before publication
    - i. Coordinate with communication teams for timely and effective distribution to the target audience;
    - j. Collect feedback from readers and stakeholders to improve future editions;
    - k. Set and adhere to production schedules, ensuring punctual release of newsletters;
    - l. Produce periodic reports on newsletter metrics, including readership, engagement and feedback;
    - m. Analyze data to guide future content and distribution strategies;
    - n. On request, provide other editorial.
  3. Local Liaison with next G20 Presidency (Brazil):
    - a. Communicate relevant developments, discussions and decisions from the Presidency about its Presidency plans, calendar, events and activities;
    - b. Keep G20 informed about the Presidencies priorities, concerns, and areas of interest;
    - c. Share key reports and materials, including media reports, on land use/managed issues related to the G20 Presidency;
    - d. Translate complex information into concise, understandable briefings for GLI staff;
    - e. Provide insights and recommendations to facilitate effective GLI engagement with the G20 Presidency;
    - f. Prepare periodic reports on liaison activities, challenges and recommendations;
    - g. Support, on request, GLI missions and events related to the Presidency.

### **Deliverables**

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Key deliverables are:

- ✓ At least three posts per week for each of GLI's social media channel (Instagram, Facebook and LinkedIn).
- ✓ Monthly Newsletter.
- ✓ Monthly summary progress report with updates on the work undertaken and data analytics.
- ✓ Monitor and respond to mentions and comments.
- ✓ At least 2 reports on G20 Presidency.
- ✓ Design assets.

### **Contractual terms**

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The service of the selected consultant is estimated to be for 3.5 months during the period from 16 October 2023 until 31 January 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 Bachelor's degree in marketing, communications, public relations, digital media, journalism, law, social sciences or a related field.
- ✓ Minimum 5 years of working experience with partners is required.
- ✓ Familiarity with production of communication products including specialized software for layout - Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc), Figma, Sketch.
- ✓ Experience with various social media, including interpreting their analytics, is required.
- ✓ Understanding of brand positioning and experience in maintaining brand consistency across social media platforms is required.
- ✓ Previous experience in managing online communities, fostering engagement and responding to user inquiries or feedback.
- ✓ An understanding of environmental challenges, land restoration & sustainable practices is desirable.
- ✓ Previous experience in working in the UN is desirable.
- ✓ Strong organisational skills and abilities to plan, organize and multitasking are required.
- ✓ Leadership and team management skills are desirable.
- ✓ Fluency in English language, both oral and written, is required. Fluency in Portuguese is desirable.

### 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/81**.

The deadline for applications is **02 October 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 : 18 September 2023

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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>