



TERMS OF REFERENCE

Consultancy on Corporate Branding and Design

Consultancy reference number: CCD/23/C/88

Background

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 mandate of the Convention and its 197 Parties is to support “a future that avoids, minimizes, and reverses desertification/land degradation and mitigates the effects of drought in affected areas at all levels – and to achieve a land degradation-neutral world consistent with the 2030 Agenda for Sustainable Development.”

Land is a necessary part of the solution to meet the new challenges the world is facing from the COVID-19 pandemic. Land restoration and sustainable land management provides food, livelihoods, and jobs. It helps communities cope and enhance resilience at local levels. The UNCCD secretariat communicates the relevance and strategic importance of land-based recovery through the implementation of the Convention.

Objective of consultancy

1. Updated G20 Initiative Brand Guidelines.
2. Design and visuals for the new UNCCD digital assets.
3. Communication materials for the secretariat and the Global Mechanism in various forms.
4. Exhibitions as agreed with UNCCD and G20 with photographic records.
5. Written reports and recommendations on creative projects as assigned.

Duties and Responsibilities

Under the supervisions of the Chief of Communications, the consultant will review and update the UNCCD brand assets and guidelines and improve the overall visual identity of UNCCD and its key events, including production of visual assets.

- 1. Develop and maintain the UNCCD and G20 Initiative Brand Assets and Guidelines**
 - Review and provide overall guidance on the visual identity of UNCCD website and other communication products, such as publications and brochures, to ensure consistency in look and feel, design elements, color palette and typeface. Liaise with other designers contracted by the Secretariat as appropriate to provide guidance and feedback.
 - Develop the G20 Initiative visual identity and develop relevant Brand Assets and Guidelines.
- 2. Design corporate products as agreed with the secretariat/ the Global Mechanism**
 - In consultation with the secretariat and the Global Mechanism and as needs emerge, design and develop other relevant collaterals around key events.
 - Design templates for UNCCD and G20 Initiative digital assets, including newsletter, social media cards, quote cards and other relevant materials.
 - Provide advisory services to the product designs as required.
 - Supporting other creative work and projects led by the UNCCD and G20 Initiative
 - Assist with the selection and purchase of images for UNCCD and G20 Initiative use and the further development of the UNCCD photo library.



- Review the office arrangement and provide guidance and design for updating to a new visual identity.
- 3. Exhibitions and Events**
- Supporting UNCCD and G20 presence as key events, including conceptualizing and designing exhibitions, providing onsite support and liaison with suppliers.
- 4. For each of the above assignment, ensure to**
- submit preliminary design layout and typesetting for discussion with the secretariat.
 - revise the selected design layout and typesetting as discussed with the secretariat.
 - allow two rounds of correction of the secretariat in the development and finalization process.
 - identify and catalogue high-resolution photographs for potential use in the report using freely available sources.
 - implementation of the design in all official United Nations languages as required.

Deliverables

1. Updated G20 Initiative Brand Guidelines.
2. Design and visuals for the new UNCCD digital assets.
3. Communication materials for the secretariat and the Global Mechanism in various forms.
4. Exhibitions as agreed with UNCCD and G20 with photographic records.
5. Written reports and recommendations on creative projects as assigned.

Contractual terms

The service of the selected consultant is estimated to be for 160 days between 01 November 2023 to 31 August 2024. This contract is Home based and based on deliverables. The consultant will prepare a work plan at the beginning of the assignment, which will be discussed and agreed with the supervisor.

All products developed and delivered through this consultancy shall remain the exclusive property of the UNCCD secretariat and shall not be divulged and/or used without prior written authorization.

Requirements

- A minimum of five years of professional experience in graphic design and layout, typography and typesetting.
- Experience in developing design proposals for public information campaigns, conferences, events and meetings such as brand identities, sign systems, social media graphics, posters, brochures, reports and web graphics is a requirement. Experience in dealing with campaigns for international organizations is an advantage.
- Proven ability to research, analyse, evaluate, and synthesize complex information and present it in a user-friendly and visually appealing format.
- Knowledge of key branding and corporate identity concepts and a flair for design.
- Full command of the Adobe creative suite (CS5 or higher) applications such as Photoshop, Premiere, After Effects, Illustrator, InDesign, and Flash, as well as other applications such as Microsoft Visio.
- All the hardware and software required to complete the assignments.
- Fluent ability to communicate in English (French and Spanish would be an asset).



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/88**.

The deadline for applications is **18 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. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance: 11 October 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>