



---

## **TERMS OF REFERENCE**

### **Senior Media Consultant**

**Consultancy reference number: CCD/23/C/93**

#### **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.

The functions of the secretariat are, among others, to make arrangements for sessions of the Conference of the Parties (COP) and its subsidiary bodies, including the Committee for the Review of Implementation of the Convention (CRIC). UNCCD CRIC21 is scheduled to take place in Samarkand, Uzbekistan, from 13-17 November and UNCCD COP16 is scheduled to take place in Riyadh, Saudi Arabia, from 2-13 December 2024.

The mission of the Communications, External Relations and Partnerships (CERP) unit is to elevate the UNCCD issues on the global agenda and build coalitions for action to address desertification, land degradation and drought. To achieve this goal, the unit communicates relevant and persuasive policy messages, promotes the brand and overall reputation of the institution, bridges the science-policy interface, and builds partnerships that expand the UNCCD's reach with key stakeholders such as civil society, the media and the private sector.

The Senior Media Consultant (Anglophone) will coordinate engagement with broadcast, print and online media to amplify the key messages and announceables at CRIC21, COP28 and other key moments on the road to COP16 to ensure they reach decision-makers and other major stakeholders. S/he will also work to secure top-tier global media coverage supplemented by quality regional coverage.

#### **Objective of consultancy**

---

- Top-tier global media coverage of key UNCCD reports / announceables at CRIC21, COP28 and COP16 launch event, supplemented by quality regional coverage.

#### **Duties and Responsibilities**

---

Under the direct supervision of the Chief of CERP Unit and in close consultation with other relevant Units, the consultant will perform the following duties:

- Support top-tier global media engagement around key moments, including CRIC21, COP28 and other events in the lead up to COP16.
- Liaise internally and externally, as directed, to identify newsworthy reports and other announceables, and regional angles and research / draft news releases, including securing its necessary approvals;
- Advise on key materials to be included in the CRIC21, COP28 and COP16 launch event media pack and review/edit the final media pack as may be required;
- Proactively pitch the reports to target media, including the creation and distribution of a "primer" to pique media and other stakeholders' interest in the reports;



- Coordinate interview scheduling, including liaising with spokespeople on their availability, languages spoken, etc. and preparing an interview management / coordination spreadsheet and talking points for spokespeople;
- Coordinate personalized international release distribution via email and post online at secure embargoed access news sites;
- Assist with spokespeople preparation / management and moderation of interviews;
- Support management of virtual news conference on launch day and regional press briefings as may be required;
- Gather and measure coverage using media monitoring services used in the sector/comparable organizations;
- Provide a summary and analysis of media coverage, including key message penetration, spokespeople quoted and estimated earned media cost;
- Manage follow-up interviews and public inquiries; and
- Perform other project-related tasks as may be needed.

### **Deliverables**

---

- Key reports “primers” and press releases;
- Talking points for spokespeople;
- Interview management/coordination spreadsheet;
- Summary and analysis of media coverage

### **Contractual terms**

---

The service of the selected consultant is estimated to be for 04 months between 15 November 2023 to 14 March 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**

---

- Bachelor’s degree in public relations, journalism, communications or political/social sciences;
- Knowledge of environmental, policy, and outreach issues and activities relevant to the work of UNCCD.
- Experience in working with top-tier global broadcast, print and online media
- Experience creating quality content for media, including excellent writing and editing skills in English
- Experience working in a multicultural and multinational environment.
- Knowledge of the UN issues related to sustainable development and sustainable use of natural resources.
- Familiarity with UNCCD issues and work is an advantage.
- Knowledge of online videoconferencing platforms and relevant digital outreach tools.
- Excellent writing and editing skills in English, fluency in French is 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 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](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/93**.

The deadline for applications is **16 November 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: 09 November 2023

---

<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>