



TERMS OF REFERENCE

Consultant: Graphic Designer and Content Producer

Consultancy reference number: CCD/24/C/02

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.”

The UNCCD recognizes that addressing and reversing land degradation is one of the key sustainable development priorities for most of its 168 affected countries Parties. Land degradation is a significant trigger of migration, although its impact is indirect. Land degradation, along with increasing anthropogenic pressure due to population growth and density, decreases availability of productive land and water resources, drops in crop yields and livestock productivity.

Droughts are among the greatest threats to sustainable development, especially in developing countries, but increasingly so in developed nations too. The number and duration of droughts has increased by 29 percent since 2000, as compared to the two previous decades. When more than 2.3 billion people already face water stress, this is a huge problem. More and more of us will be living in areas with extreme water shortages, including an estimated one in four children by 2040 No country is immune to drought.

To turn reactive approaches into proactive mechanisms, there is a need to invest in drought risk identification, mapping, and early warning. The much-needed upscaling of investments in economic, social and ecological resilience to drought needs to focus on nature-based solutions and holistic ecosystem restoration approaches.

At [UNCCD COP 15](#) the Parties decided to establish an Intergovernmental Working Group (IWG) on Drought for the triennium 2022–2024, with the purpose of identifying and evaluating global policy instruments and regional policy frameworks and linking them to national plans to effectively manage drought under the Convention and supporting a shift from reactive to proactive drought management.

The overwhelming evidence points to the need to shift from crises management to drought preparedness and adaptation measures that significantly reduce vulnerability and exposure at all levels. World leaders recognize the need for a global collaborative platform, with political engagement at the highest level and a network of implementing partners to support countries and communities considering their different circumstances.

In response to the Parties’ needs, the International Drought Resilience Alliance was officially launched at the UNFCCC COP27 in November 2022. According to the report, ‘Global Drought Snapshot,’ launched by the UN Convention to Combat Desertification (UNCCD) at the outset of COP28 climate talks in the UAE, few if any hazard claims more lives, causes more economic loss and affects more sectors of societies than drought.

The Parties to the UNCCD have adopted a Gender Action Plan and took a landmark decision on land tenure at COP 14. The inclusion of women, youth, indigenous groups to name a few, is central for the implementation of the Convention. Highlighting their specific role and contribution is critical to and improve policies and programmes.



2024 will be marked by many important UNCCD events such as the 30th anniversary of the Convention, the celebration of Desertification and Drought Day in Bonn, Germany (the host-country of the UNCCD secretariat), as well as COP16 in Riyadh, Saudi Arabia.

The purpose of this consultancy is to lead on the production of various information and communications materials related to land degradation, desertification and drought, climate change, gender, migration, sand and dust storms (SDS) and other related issues within the mandate of UNCCD. The consultant will oversee designing and producing a wide range of materials in support of the above-mentioned priority areas as well as upcoming events.

Objective of consultancy

The UNCCD secretariat seeks an experienced and highly motivated graphic designer and content producer to develop online, print and audio-visual materials, including infographics, in support of the above-mentioned areas of work, in line with the UNCCD corporate communications and branding strategy.

Duties and responsibilities

Under the overall supervision of the Chief of Global Policy Advocacy and Regional Cooperation (GPARC) unit and in consultation with the substantive officers in the UNCCD secretariat, the consultant will design various information, communications, and training materials in support of the action areas including Gender, Migration, Drought, Youth, Tenure and SDS. Specific tasks should include, but not limited to the following:

- Design information, training and communications materials for the UNCCD, including but not limited to policy briefs, information materials, studies, PowerPoints, invitations for events, etc.
- Support branding during events and high-level activities.
- Design of technical and policy briefs.
- Design information and communications materials for the International Drought Resilience Alliance (IDRA), the Intergovernmental Working Group (IWG) on Drought, the Communities of Learning and Practice, the regional project on Drought in South Asia and other relevant working documents related to the “Drought and Water scarcity” portfolio of the Secretariat.
- Create infographics, graphs, video clips, audio visual materials and SNS assets.
- Design exhibitions and other awareness raising, outreach activities (production of banners, posters, etc.) Support UNCCD communications on social media platforms if required.

Deliverables

- Design information and communications materials for the DDD celebration and 30th anniversary of UNCCD;
- Design information and communications materials for the International Drought Resilience Alliance (IDRA);
- Design information and communications materials for Intergovernmental Working Group (IWG) on Drought and relevant working documents related to the “Drought and Water scarcity” portfolio of the Secretariat;
- Design materials and presentations for events in which GPARC officers participate, including workshops/conferences/seminars;
- Update of the online version of Global Drought Snapshot 2023 and Drought in Numbers, 2022 and of the Study on Differentiated impacts of DLDD on Women and Men (Russian version);
- Design of the Arabic language version of the Summary for Decision-Makers of the Study on Differentiated Impacts of DLDD on Women and Men;
- Design of research publication on Women-led Solutions for Drought Resilience and Adaptation



- Outreach
 - Invitations for events
 - Contribution to high level policy dialogues
 - Support to visibility and dissemination on social media
 - Support to exhibitions and other outreach activities

Contractual terms

The service of the selected consultant is estimated to be 12-month full time starting from 25 January 2023. This contract is home-based, and payment is upon received deliverables. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

The consultant must be in possession of all the equipment and software necessary to conduct this work. The UNCCD will not purchase any equipment. Candidates are kindly requested to specify in their applications the software and equipment that will be used to carry out this assignment.

Requirements

- Degree in graphic design, publishing, communications or other fields relevant for the consultancy.
- A minimum of 5 years of work experience in the field of media, graphic design, and/or publishing;
- Proven experience in communications, campaigns, media working with United Nations and international organizations;
- Experience on publishing working with relevant software;
- Experience working in developing countries producing documentaries, campaigns, etc. is an advantage.
- Strategic ability to see opportunities, design innovative approaches backed by strong analysis and planning;
- Have a strong sense for messaging, themes and techniques that resonate with the media in general;
- Demonstrated ability to work with diverse teams, including virtually;
- A commitment to environmental issues linked to the planet and humanity;
- Expertise in photography and videography is an asset.
- Ability to communicate effectively in English with demonstrated writing skills.
- Knowledge of other UN languages 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/24/C/02**.

The deadline for applications is **22 January 2024**. 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 January 2024

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