



TERMS OF REFERENCE

Communications Consultant - Chinses speaking

Consultancy reference number: CCD/24/C/07

Background

The United Nations Convention to Combat Desertification (UNCCD) is an international agreement on good land stewardship. It helps people, communities, and countries to create wealth, grow economies and secure enough food and water and energy, by ensuring land users have an enabling environment for sustainable land management. Through partnerships, the Convention's 197 Parties set up robust systems to manage land degradation and drought promptly and effectively. Good land stewardship based on a sound policy and science helps integrate and accelerate the achievement of the Sustainable Development Goals, builds resilience to climate change and prevents biodiversity loss. Land also plays a key role in the prevention, preparedness, response, and recovery phases of the COVID-19 pandemic, securing rural livelihoods and creating green jobs, supporting community resilience and maintaining the sustainable delivery of ecosystem services.

The functions of the secretariat are, among others, to make arrangements for sessions of the Conference of the Parties (COP) and its subsidiary bodies. In addition, the secretariat also provides assistance to Parties in implementing the Convention.

The Communications, External Relations and Partnerships (CERP) Unit supports the mandate of UNCCD by providing an overall strategic direction on communications, external relations and partnerships, underpinned by innovation and the use of effective tools. It leads and coordinates UNCCD's engagement with key stakeholders and builds partnerships to mobilize corporate resources and raise the visibility of land issues on the political and public agendas. Furthermore, it acts as the UNCCD brand guardian, leading global strategic communication at corporate and programmatic levels, nurturing creativity and ambition to reach new audiences with world-class, science-based communication and advocacy.

Objective of consultancy

Top-tier Chinese-speaking media coverage of UNCCD and IDRA.

Duties and responsibilities

Under the direct supervision of the Chief of CERP Unit the consultant will perform the following duties:

- Develop and implement a media engagement plan for Chinese-speaking audiences around key moments such as Desertification and Drought Day and COP16, in alignment with the overall communication strategy;
- Liaise internally and externally, as directed, to identify newsworthy and regional angles on key Convention issues, suggest and develop new print and multimedia content for Chinese-speaking audiences, including case studies, feature stories, interviews etc.
- Prepare necessary materials (key messages, press releases, op-eds, media advisories, etc.) in Chinese or other languages as may be required;
- Proactively pitch Chinese-speaking media, including the creation of story ideas and thought leadership pieces to pique media interest;
- Coordinate media outreach activities around key events, including liaising with Chinese-speaking spokespeople, including UNCCD leadership, experts and key decision-makers, prepare talking points for spokespeople and coordinate interviews;



- As required, translate or adapt content from English or other languages into Chinese, adhering to UN editorial standards,
- Support an analysis of Chinese-speaking 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

- Media materials, e.g. press releases, op-eds, talking points in Chinese.
- Content developed, e.g. feature stories, case studies etc.
- Interviews and other media opportunities secured for UNCCD spokespeople.
- Summary and analysis of Chinese-speaking media coverage.

Contractual terms

The service of the selected consultant is estimated to be for 60 days between February and July 2024. 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

- 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 Spanish broadcast, print and online media.
- Experience creating quality content for media, including excellent writing, and editing skills in Spanish.
- Experience working in a multicultural and multinational environment.
- Experience working in countries affected by desertification, land degradation and drought.
- 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 video conferencing platforms and relevant digital outreach tools.
- Excellent writing and editing skills in Chinese, fluency in English and 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 as **one document**: UNCCD Personal History Form¹ /CV and cover letter, specifying the following in the email subject line: **CCD/24/C/07**.

The deadline for applications is **09 February 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 : 29 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>