



TERMS OF REFERENCE

GGW Accelerator Communications Support Consultant

Consultancy reference number: CCD/24/C/09

Background

The objective of the United Nations Convention to Combat Desertification (UNCCD) is to combat desertification and land degradation, and to mitigate the effects of drought (DLDD) in affected countries around the world, particularly in Africa, through effective action at all levels. Established in 1994, the UNCCD is the sole legally binding international agreement linking environment and development to sustainable land management.

The Global Mechanism (GM) is an institution of the UNCCD, mandated to assist countries in the mobilization of financial resources from the public and private sector for activities that prevent, control or reverse desertification, land degradation and drought.

The Global Mechanism is currently steering several activities related to the Green Great Wall Initiative, notably a project entitled "Strengthening Coordination and Implementation of the Great Green Wall Initiative", funded by ADA, the Austrian Development Agency

In order to fully comply with ADA's objectives, for this project, UNCCD shall contribute to the identification of additional financial/technical resources for new GGW projects and activities, utilizing and benefitting from the enhanced M&E and data management system; UNCCD will, in coordination with the PA-GGW continue its global campaign with the view to promote the GGW Initiative.

The Pan-African Agency of the Great Green Wall (PAGGW) is the implementing agency for the Great Green Wall Initiative (GGWI). Its missions include coordinating and monitoring the implementation of GGWI achievements, mobilizing necessary resources in collaboration with member states and partners.

The current Terms of Reference (TDRs) relate to the recruitment of a consultant for a duration of eight months. The consultant will be placed at the disposal of UNCCD and the PAGGW within the framework of the Accelerator. Their responsibilities will include contributing to Communications Support, ensuring enhanced GGW online presence through briefs and publications, and strengthening the regional monitoring system of PAGGW.

Objective of consultancy

The purpose of this assignment is to support consolidation of updated communications strategies for the GGW in parallel with the Pan-African Agency of the Great Green Wall, along with communications partnerships support.

Duties and responsibilities

Under the overall supervision of the Managing Director of the UNCCD Global Mechanism, and the direct supervision of the assigned Officer, the consultant will:

- Develop an updated communications strategy for 2025-2030, and define a model highlight the monitoring and evaluation system at the Pan-African Agency of the Great Green Wall.
- Provide Communications Support contributing towards the promotion of better visibility of the GGW Initiative and by association, the PAGGW, locally, nationally, and internationally.
- Update the GGWI Strategic Communication Plan.
- Enhance the visibility and appeal of the GGWI monitoring system (optimize planning, coordination activities, acceptability framework, organization, and dissemination of useful information).



- Develop communications plans on the occasion of international workshops, relevant meetings, etc.
- Draft and disseminate key messages relating to the above-mentioned priority areas
- Elaborate and implement social media plans, in close collaboration with the UNCCD communications team
- Develop multimedia and multilingual communications assets, including social media cards, infographics, short videos, etc.
- Support to the development of reports, policy briefs, factsheets, information materials, etc.
- Support any Communications and visibility-related tasks delegated by management.
- Work in close collaboration with other members of the GGW Accelerator Team

Deliverables

1. Comprehensive Strategy Document for GGW Communication with a Defined Model Highlighting Monitoring and Evaluation at the Pan-African Agency of the Great Green Wall.
2. Communications Support Package including templates, Models and guidelines Promoting Enhanced Visibility of the GGW Initiative and the PAGGW, Locally, Nationally, and Internationally to streamline event planning tasks.
3. Revised 2025-2030 Strategic Communication Plan for the GGWI consolidated from existing work of the PAGGW.
4. Package on the Great Green Wall Accelerator Multi-Purpose Platform's Guidelines, Brief, Web Design and Social Media Support. This will aid the Improved Monitoring System for GGWI in Optimized Planning, Coordination Activities, Acceptability Framework, Organization, and Dissemination of Useful Information.

Contractual terms

The service of the selected consultant is estimated to be 08 months starting from March 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 or equivalent or Advanced (Master's degree or equivalent) university degree in a field relevant to the assignment, for example in Strategy, Communications, Economics, Natural Resource Sciences, Agriculture, Journalism, environmental studies, social sciences, International Management political science or another relevant field.
- At least 6 years of proven ability and solid experience in the substantive area, at the international level, including experience in developing and implementing communications strategies, and frameworks for sustainable development.
- Demonstrated knowledge of Communications Strategy and application, including communications support, website management, image consulting, visibility metrics, and other outreach mechanisms.
- Experience in working with the private sector and public institutions for sustainable development.
- Strong analytical, writing and communication skills.
- Demonstrated experience in developing international advocacy strategies and campaigns.
- Experience in organizing UN events.



- 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 media in general.
- Demonstrated ability to work with diverse teams, including virtually.
- A commitment to environmental issues linked to the planet and humanity.
- The ideal candidate will have worked with the distillation of large amounts of information for diverse audiences, and the synthesis and translation of scientific information, concepts and language into clear, compelling content on multiple platforms for non-technical audiences. This includes being at ease with working in a global UN environment and with scientists and researchers.
- Ability to communicate effectively in English with demonstrated writing skills.
- Knowledge of the GGW and the UN system and experience in working with international organizations is an asset.
- Advanced Experience in the usage of computers and office software packages
- InDesign, Canva, and other layout and formatting tools.
- Experience with Website management
- Experience with enforcing visibility guidelines
- Database management is a plus.
- Fluency in both English and French language is **required**.
- Knowledge of languages from the Sahel region is 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/09**.

The deadline for applications is **22 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 : 08 February 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>