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## TERMS OF REFERENCE

### Consultancy: Communications Specialist

Consultancy reference number: CCD/24/C/14

#### Background

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The objective of the United Nations Convention to Combat Desertification (UNCCD) is to combat desertification and mitigate the effects of drought in countries experiencing serious drought and/or desertification around the world, particularly in Africa, through effective action at all levels, supported by international cooperation and partnership arrangements, with a view to contributing to the achievement of sustainable development in affected areas.

The UNCCD secretariat seeks an experienced and highly motivated communications consultant to support strategic activities related to the UNCCD Communications Strategy, including flagship campaigns, development of multimedia and multilingual communications materials, and preparation and organization of key events, notably the Desertification and Drought Day 2024 and the 16<sup>th</sup> session of the Conference of the Parties (COP16) to be held from 2 to 13 December 2024 in Riyadh, Saudi Arabia.

#### Objective of consultancy

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The objective of this consultancy is to support targeted communications activities related to the flagship initiatives of the UNCCD secretariat. This includes support to the development and implementation of communications strategies, production of information materials, and preparation and organization of key events.

#### Duties and responsibilities

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Under the overall supervision of the Chief of Communications, External Relations and Partnerships (CERP) unit and in consultation with the substantive officers in the UNCCD secretariat, the consultant will undertake the following tasks:

1. Support communications activities related to flagships campaigns of the secretariat related to drought, land restoration, gender, youth and land tenure as required. Specific areas of focus should include, but not limited to the following:
  - Development of communications plans on the occasion of international days, relevant meetings, etc.
  - Drafting and dissemination of key messages relating to the above-mentioned priority areas
  - Elaboration and implementation of social media plans, in close collaboration with the UNCCD communications team
  - Development of 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 to the preparation and the organization of DDD 2024 and COP16.

#### Deliverables

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- Development of communications plans for flagship activities
- Writing of information and communications materials on gender, youth, SDS, land tenure.
- Development of publications and audio-visual materials
- Assistance with organization of DDD 2024 and COP16.



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### Contractual terms

The service of the selected consultant is estimated to be for 04 months between March 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.

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### Requirements

- Master's degree in public relations or other fields relevant for the consultancy.
- A minimum of 5 years of work experience in the field of public relations or media.
- Demonstrated experience in developing international advocacy strategies and campaigns.
- Experience in organizing events at the UN Headquarters.
- 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.
- 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 other UN official languages, particularly French and Russian, is an asset.

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### 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.

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### 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/24/C/14**.

The deadline for applications is **06 March 2024**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

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<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>



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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 : 27 February 2024