



TERMS OF REFERENCE

Consultancy – Social Media Specialist

Consultancy reference number: CCD/24/C/20

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 (DLDD). (www.unccd.int)

The G20 (or Group of Twenty) is the annual international forum for the governments from 19 industrialized countries and the European Union (EU). The G20 Leaders' Declaration, issued on Sunday, 22 November 2020, launched a "Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats". Building on existing initiatives and on a voluntary basis, the G20 countries share the ambition to achieve a 50 percent reduction in the amount of degraded land by 2040.

The Global Land Initiative (GLI) with oversight from UNCCD, will focus on capacity building, engaging the private sector and civil society and showcasing success. The Director, under the oversight of the Executive Secretary of the UNCCD, manages the Initiative Coordination Office (ICO).

The G20 GLI is looking for a skilled consultant with expertise in social media management that can assist the communications teams in managing and optimizing the G20 GLI social media accounts. The role of the social media specialist is to create engaging content, foster brand awareness, and drive social media growth.

Objective of consultancy

The consultant will deliver comprehensive social media management services to the G20 GLI, encompassing support for visualization and publication designs. The key focus will be on strategically activating and optimizing social media presence across LinkedIn, Instagram, and Facebook platforms.

Duties and responsibilities

Under the overall supervision of the Communications Coordinator of the G20 Global Land Initiative, and in consultation with G20 staff as guided, the Social Media Consultant is expected to accomplish the following tasks,:

1. Social media
 - Developing social media strategy and lead social media engagement aligned with current GLI communication and implementation strategies
 - Research, create and share interesting written and visual content for Social media accounts, including articles and publications; choose themes; strategic content as well as generic and lighthearted content
 - Develop and produce social media copy such as text, images, videos and infographics for the target audiences and share it on the appropriate social channels in a timely manner
 - Liaise with partners to share relevant content on SM accounts



- Develop SM campaigns for webinars, BBLs, events and conferences, including for campaigns, visual assets (JPGs, Reels, cards and editing the reels)
 - Liaise with colleagues in the field to edit and publish s/m content for live events.
 - Develop monthly plans, create and pre-schedule posts on available platforms to make ensure all accounts are active on a daily basis
 - Monitor and respond to social media comments, messages and mentions
 - Engage followers and community members by sharing content, responding to comments and participating in discussions
 - Manage social media advertising and promotion campaigns, as appropriate
 - Analyze and measure social media performance using metrics and analytics tools and adjust and optimize social media strategy and content based on performance data and feedback
 - Collaborate with team members and partners to ensure social media content and messaging align with GLI branding and standards
 - Stay up-to-date on social media trends, best practices and changes to platform algorithms and policies.
 - Review reports regularly to adjust tactical approach to maximize reach and generate and share monthly reports with team to
2. Oversee end-to-end production and distribution of monthly newsletter, ensuring the highest editorial and design standards, and consistent use of GLI brand and messaging
- Collaborate with internal and external GLI teams to prepare a content calendar, gather content, news, updates and to update newsletter subscribers and mailing list
 - Curate or write articles, ensuring accuracy, relevance and alignment with GLI objectives
 - Ensure content is in line with the GLI editorial guidelines and values, including ensuring a diverse range of voices and perspectives are reflected
 - Maintain consistency in voice, style and messaging across all newsletter issues
 - Proofread content for grammatical, typographical and factual errors
 - Verify key data, including names, dates, copyrights, credits and credibility of information sources
 - Design visually appealing newsletter that follows GLI branding guidelines
 - Submit final layout and design for review and clearance before publication
 - Coordinate with communication teams for timely and effective distribution to the target audience
 - Collect feedback from readers and stakeholders to improve future editions
 - Set and adhere to production schedules, ensuring punctual release of newsletters
 - Monitor Newsletter analytics and produce periodic reports on newsletter metrics, including readership, engagement and feedback
 - Analyze data to guide future content and distribution strategies.
 - On request, provide other editorial
3. Providing backstopping for graphic design and lay out of webinars, blogs, technical reports country profiles and similar short term requests
- As needed, support team with design for various products, including, but not limited to country profiles, webinar and meeting reports, and certificates
4. Any other tasks assigned by the supervisor and mutually agreed

Deliverables

The consultant is expected to accomplish the following tasks:



- At least one post per day for each of GLI's social media channel (Instagram, Facebook and LinkedIn).
- Produce Monthly Newsletter on time.
- Produce monthly data analytics of the social channels and newsletter with a summary of updates on the work undertaken.
- Prepare quarterly memos on tactical strategies to increase the each of the metrics (reach, impressions and engagement).
- Monitor and respond to mentions and comments.
- Design assets assigned.

Contractual terms

The service of the selected consultant is estimated to be 135 days in the period from 01 May until 31 January 2025. This contract is based on deliverables and payment is defined by output. The consultancy is home based however, there will be several missions organized. Travel will be organized and paid separately by the organization. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

Requirements

- Bachelor's degree in marketing, communications, public relations, digital media, journalism, law, social sciences or a related field is required.
- Experience with various social media, including interpreting their analytics, is required.
- Understanding of brand positioning and experience in maintaining brand consistency across social media platforms is required.
- Previous experience in managing online communities, fostering engagement and responding to user inquiries or feedback is required.
- Minimum 5 years of working experience with partners is required.
- Familiarity with production of communication products. Expertise in the following specialized software is an advantage: Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc), Mailchimp or BREVO, Hootsuite and Trello.
- An understanding of environmental challenges, land restoration and sustainable practices is desirable.
- Previous experience in working in the UN is desirable.
- Good written and oral communication skills.
- Excellent networking skills.
- Leadership and team management skills are desirable
- Ability to work in a teamwork.
- Fluency in English language, both oral and written, is required. Fluency in another UN language 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/20**.

The deadline for applications is **27 March 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 : 20 March 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>