



TERMS OF REFERENCE

Consultancy – Communications Engagement Expert (Arabic)

Consultancy reference number: CCD/24/C/36

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 in addressing Desertification, Land Degradation, and Drought (DLDD). (www.unccd.int)

The G20 (or Group of Twenty) is the annual international forum for the governments of 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 G20's "Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats" has a global scope, intending to engage all regions. Recognizing the strategic importance of social media as an influential medium within the Arab world, the Initiative Coordination Office housed at the UNCCD is seeking a communications expert to support our outreach in the Arab Region. This individual will not only be instrumental in raising awareness around the Initiative and its objectives but will also actively contribute to heightening awareness on critical land issues among the target audience.

Objective of consultancy

- Enhanced engagement and outreach to Arabic-speaking audiences on X platform.
- Increase awareness of the GLI team on X and Cultural Awareness.
- Capacity Building in the Arab Region.
- A number of good events during CoP16.

Duties and responsibilities

Under the supervision of the Policy Officer and in close coordination with the communication team, the incumbent will support the GLI team:

- Prepare a background document on "Land Degradation and Land Restoration in the Arab Region" indicating key issues, initiatives and institutions active in the Arabic speaking region
- Continue to create content for X Platform of GLI, in coordination with the Communication team and increase its reach in the Arabic speaking region
- Collaborate with graphic designers to create visually appealing infographics and video content in Arabic.
- Support with review of communication materials produced by GLI in Arabic.
- Develop and deliver two trainings (a) Optimizing use of X Platform and (b) Cultural Awareness in the Arab Region.
- Support the Implementation of the Training Programme on Biosaline Agriculture for Arabic Region.
- Support with development and implementation of side events for CoP16, including developing flyers and moderating sessions.
- Perform any other related duties.



- All the above should be done in close coordination with the Initiative’s Coordination Office communication team to ensure coherence and consistency in messaging among content in different languages.

Deliverables

- A report on “Land Restoration in the Arab Region – Issues, Initiatives and Institutions” (10 days)
- Regular (at least three times a week) tweets on the X platform in Arabic (30 days)
- Two training programs (X Optimization and Arab Cultural Awareness) delivered (10 days)
- ICBA Training in Cairo implemented and a mission report (8 days)
- CoP events organized (12 days)

Indicators for the Evaluation of Outputs:

- Report on Land Restoration in the Arabic Region.
- Statistics on the performance of X.
- Training materials and training reports.
- Mission report to ICBA training in Cairo.
- Mission report to CoP 16.

Requirements

- Bachelor’s Degree in Communications, Marketing, Journalism, Environment Science, Political Science, or related field.
- Minimum of 5 years in social media management, preferably targeting Arabic-speaking audiences.
- Previous experience in preparing layouts in Arabic is required.
- Proven track record in community growth and engagement.
- Excellent written and oral communication skills in both English and Arabic languages are required.
- Strong understanding of the Middle Eastern and North African socio-cultural contexts.
- Proficient in social media analytics tools.
- Familiarity with the objectives and goals of UNCCD.
- Fluency in both English and Arabic languages, both oral and written, is required.

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/36**.

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



The deadline for applications is **30 May 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 : 23 May 2024