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## TERMS OF REFERENCE

### Website and Online Strategy Consultant

**Consultancy reference number: CCD/24/C/42**

#### Background

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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](http://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).

#### Objective of consultancy

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A fully functioning user-friendly website with regular and engaging content flow. G20 Global Initiative increases its social media reach.

#### Duties and responsibilities

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1. Design, maintain and regularly update the website.
2. Ensure website content is current, engaging and aligned with organizational goals.
3. Optimize website for SEO and user experience.
4. Monitor, track and generate monthly analytics reports for the website and corporate social media channels.
5. Provide observations and recommended actions to increase traffic, engagement and reach.
6. On request, support the design and coverage of events organized.
7. Ensure effective digital promotion and documentation of events.
8. Support the training of staff and experts, on request, to enhance their digital skills and effectiveness in using digital tools.

#### Deliverables

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1. Website is regularly updated and optimized.
2. Monthly analytics reports with actionable insights.
3. Effective digital coverage of G20 GLI events.
4. Improved digital competencies for trained staff.
5. Monthly report of activities completed.

#### Contractual terms

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The service of the selected consultant is estimated to be for 120 days in the period from 01 August 2024 until 28 February 2025. Payment is defined upon submission of time sheet. The consultancy is home



based however travel to Bonn is needed and it will be organized and paid separately by the organization. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

### Requirements

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- A university degree in web design, web development, graphic design, training in journalism or media or related field is required. Certification in web design, video production, or digital marketing is an advantage.
- At least 10 years of proven experience in web designing, social media marketing and information analysis as well as project management and social media scheduling tools for complex institutional websites and databases are required. At least five years of proven experience in modern websites user interfaces design. Proficiency in WordPress and Adobe Creative Suite are an advantage.
- Fluency in oral and written English is required. Knowledge of another UN official language is an advantage.
- Technical skills in web designing, search engine optimization and monitoring of digital platforms.. Excellent communication and collaboration skills. Ability to work independently and as part of a multicultural team. Strong organizational skills and attention to detail. Creative thinking and problem-solving abilities.

### Special notice

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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

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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/42**.

The deadline for applications is **18 June 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 : 11 June 2024

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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>