



TERMS OF REFERENCE

Junior Communications Consultant

Consultancy reference number: CCD/24/C/72

Background

The United Nations Convention to Combat Desertification (UNCCD) is dedicated to combating desertification and mitigating the effects of drought in countries around the world, particularly in Africa. The Convention's goals align with broader sustainable development objectives and are supported by international cooperation and partnership arrangements.

The secretariat's role includes organizing sessions of the Conference of the Parties (COP) and its subsidiary bodies, compiling and transmitting reports, and coordinating activities with other relevant international bodies and conventions.

The Communications, External Relations and Partnerships (CERP) Unit supports the mandate of UNCCD by providing an overall strategic direction on communications, external relations and partnerships, underpinned by innovation and the use of effective tools. It leads and coordinates UNCCD's engagement with key stakeholders and builds partnerships to mobilize corporate resources and raise the visibility of land issues on the political and public agendas.

In preparation for sixteenth session of the Conference of the Parties (COP 16), the UNCCD aims to effectively communicate the importance of the Convention in addressing global challenges related to desertification and drought, with a focus on the issues highlighted in the 2nd edition of the Global Land Outlook, its flagship publication designed to raise awareness of evidence-based, policy-relevant information.

Objective of consultancy

The Junior Communications Consultant will:

- support the UNCCD's communication efforts for COP 16, focusing on writing, content development, social media, and event support.
- create and/or edit communication materials, assist with digital media coverage, and help coordinate communication activities during the event.
- Production of web articles, social media posts, briefing materials, with the overall goal of supporting effective communication at COP 16.

The consultant's output will directly contribute to enhancing the visibility and impact of UNCCD's mission to combat desertification and drought globally.

Duties and responsibilities

Under the supervision of the Communications Officer, the Junior Communications Consultant will undertake the following tasks:

1. Content Development and Writing:

- Assist in drafting, editing, and revising various forms of communication products, including web articles, social media posts, op-eds, and visual presentations.
- Support the Communications Officer in preparing key messages, talking points, and other communication materials for COP 16 (media)



2. Social Media and Digital Support:

- Support “live” social media coverage during COP 16, including drafting posts, creating content and responding to inquiries under the guidance of the Communication Officer

3. Event Support:

- Support the development of briefing materials for distribution to participants and stakeholders. Provide on-the-ground support during COP 16, including coordination of communication activities and support in managing media relations.

Deliverables

Key deliverables:

- ✓ **Content Development and Writing:**
 - Draft and edit web articles, and social media posts.
 - Assist in preparing key messages and talking points for media.
 - Assist in preparing presentations and visual communication materials.
- ✓ **Social Media and Digital Support:**
 - Provide social media coverage during COP 16.
 - Respond to online inquiries and interactions under guidance.
- ✓ **Event Support:**
 - Assist in coordinating communication activities during the event.
 - Support media relations during COP 16.

Indicators for Evaluation of Outputs:

- **Timeliness:**
 - All communication materials must be delivered on schedule, particularly those needed for COP 16.
 - Live social media and digital content must be prepared promptly, according to the event's schedule.
- **Achievement of Goals:**
 - Successful support in the creation of a variety of communication materials aligned with UNCCD's goals.
 - Effective digital engagement with the public during COP 16, measured by social media interaction and engagement metrics.
- **Quality of Work:**
 - High-quality, well-researched, and audience-tailored communication materials.
 - Social media content must reflect professionalism and engage effectively with the intended audience.
 - Event support should be seamless, contributing to the smooth execution of media relations and communication activities.

Contractual terms

The service of the selected consultant is estimated to be for 60 days within the three months in the period from 15 October 2024 until 14 January 2025. This contract is home based and payable in three instalments based on the provided deliverables. Travel to COP16 in Riyadh, will be paid and organized separately. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

Requirements

- University degree in communications, journalism, public relations, international relations, or a related discipline



- At least two years of professional experience in communications, content development, or social media management, preferably within an international organization or media
- Strong writing and editing skills with the ability to adapt messaging for different audiences and platforms.
- Proficiency in social media platforms and familiarity with digital communication tools.
- Basic knowledge of multimedia content creation, including video editing and graphic design, is an asset
- Fluency in English language (both oral and written) is required. A working knowledge of any of the UN Official languages in addition would be 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/72**.

The deadline for applications is **23 September 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 : 16 September 2024

¹ UNCCD P-11 form in electronic fill-in .pdf OR .docx format available:
<https://www.unccd.int/convention/opportunities/vacancies/guidelines>