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## TERMS OF REFERENCE

### Senior Media Consultant (English Speaker)

**Consultancy reference number: CCD/24/C/78**

#### **Background**

The United Nations Convention to Combat Desertification (UNCCD) is an international agreement on good land stewardship. It helps people, communities, and countries to create wealth, grow economies and secure enough food and water and energy, by ensuring land users have an enabling environment for sustainable land management. Through partnerships, the Convention's 197 Parties set up robust systems to manage land degradation and drought promptly and effectively. Good land stewardship based on a sound policy and science helps integrate and accelerate the achievement of the Sustainable Development Goals, builds resilience to climate change and prevents biodiversity loss. Land also plays a key role in the prevention, preparedness, response, and recovery phases of the COVID-19 pandemic, securing rural livelihoods and creating green jobs, supporting community resilience and maintaining the sustainable delivery of ecosystem services.

The functions of the secretariat are, among others, to make arrangements for sessions of the Conference of the Parties (COP) and its subsidiary bodies. In addition, the secretariat also provides assistance to Parties in implementing the Convention.

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. Furthermore, it acts as the UNCCD brand guardian, leading global strategic communication at corporate and programmatic levels, nurturing creativity and ambition to reach new audiences with world-class, science-based communication and advocacy.

The Senior Media Consultant (English Speaking) will coordinate engagement with broadcast, print and online media to amplify the key messages and announceables at key moments on the road to COP16 to ensure they reach decision-makers and other major stakeholders. S/he will also work to secure top-tier global media coverage supplemented by quality regional coverage.

#### **Objective of consultancy**

Top-tier global media coverage of key UNCCD reports / announceables at COP16 events, supplemented by quality regional coverage.

#### **Duties and Responsibilities**

Under the direct supervision of the Chief of CERP Unit and in close consultation with other relevant Units, the consultant will perform the following duties:

- Support top-tier global media engagement around key moments, including events in the lead up to COP16.
- Liaise internally and externally, as directed, to identify newsworthy reports and other announceables, and regional angles and research / draft news releases, including securing its necessary approvals;
- Advise on key materials to be included in the COP16 launch event media pack and review/edit the final media pack as may be required;
- Proactively pitch the reports to target media, including the creation and distribution of a "primer" to pique media and other stakeholders' interest in the reports;



- Coordinate interview scheduling, including liaising with spokespeople on their availability, languages spoken, etc. and preparing an interview management / coordination spreadsheet and talking points for spokespeople;
- Coordinate personalized international release distribution via email and post online at secure embargoed access news sites;
- Assist with spokespeople preparation / management and moderation of interviews;
- Support management of virtual news conference on launch day and regional press briefings as may be required;
- Gather and measure coverage using media monitoring services used in the sector/comparable organizations;
- Provide a summary and analysis of media coverage, including key message penetration, spokespeople quoted and estimated earned media cost;
- Manage follow-up interviews and public inquiries; and
- Perform other project-related tasks as may be needed.

### **Deliverables**

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The consultant will facilitate and provide following deliverables:

- ✓ Delivery of media support around the launches of 4 products: special report on land, economics of drought, and two others to be confirmed.
- ✓ Key reports “primers” and press releases
- ✓ Talking points for spokespeople
- ✓ Interview management/coordination spreadsheet
- ✓ Summary and analysis of media coverage

### **Contractual terms**

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The service of the selected consultant is estimated to be for 4 months starting on 20 October 2024 until 19 February 2025. This consultancy is home based. Payments will be made upon submission of deliverables with an approval of the hiring manager of the CERP Unit and defined by output. The candidates will be evaluated based on their experience, knowledge, language skills and academic qualifications. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

### **Requirements**

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- Bachelor’s degree in public relations, journalism, communications or political/social sciences
- Knowledge of environmental, policy, and outreach issues and activities relevant to the work of UNCCD.
- Experience in working with top-tier global broadcast, print and online media
- Experience creating quality content for media, including excellent writing and editing skills in English
- Experience working in a multicultural and multinational environment.
- Knowledge of the UN issues related to sustainable development and sustainable use of natural resources.
- Familiarity with UNCCD issues and work is an advantage.
- Fluency in English language (both oral and written) is required. Fluency in another UN language (French) is desirable.

### **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 not in their individual capacity 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](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/78**.

The deadline for applications is **14 October 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. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance: 07 October 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/convention/opportunities/vacancies/guidelines>