



Announcement for Consultancy

Consultancy (Individual Contractor) for Communications on Gender and Climate Change Communications and Engagement Division Action Empowerment Unit

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
31 July 2020 23:59 hrs CET	20/CON06/C&E	As soon as possible	120 days	Bonn, Germany and remote

Publication date: 17 July 2020

The United Nations Framework Convention on Climate Change (UNFCCC) is the focus of the political process to address Climate Change. The UNFCCC secretariat supports the Convention, its Kyoto Protocol and the historic Paris Agreement through a range of activities, including substantive and organizational support to meetings of the Parties and the implementation of commitments. It is a dynamic organization working in a politically challenging environment to help resolve one of the defining environmental issues of our time.

The **Communication and Engagement division** will serve multiple cross-cutting objectives, including communicating authoritative, relevant and timely information to Parties, non-Party stakeholders and the public regarding the secretariat's process and action on climate change, with emphasis on proactively building support among all stakeholders so as to facilitate climate action and increase ambition. It will ensure that the communications work and engagement activities of the secretariat are driven by the outcomes of all processes and bodies.

Background

The Gender Team within the Action Empowerment Unit of the **Communications and Engagement Division** supports the intergovernmental negotiations on gender and climate change, including activities mandated under the [Lima work programme on gender](#) (LWPG) and its [gender action plan](#). Parties have identified various areas in which the secretariat should enhance communication on gender and climate change generally, and the implementation of the LWPG and its action plan in particular. Due to the current global pandemic, digital communication and engagement with Parties and non-Party stakeholders has become even more critical as a tool to maintain momentum on gender-responsive climate policy and action.

Purpose

The purpose of this consultancy is to:

1. Enhance the usability, coherence and effectiveness of the UNFCCC gender and climate change webpages.
2. Enable effective, innovative communication about the Lima work programme on gender and its gender action plan with the aim of catalysing further action in support of the work programme and action plan in 2020 and beyond, including the roadmap for gender-related activities in the lead up to COP 26.
3. Produce content for various communication products, including social media and UNFCCC Newsroom.



What will you be doing

Under the general supervision of the Director, Communications and Engagement Division, and under the direct supervision of the Action Empowerment Unit Lead, you will carry out the following functions:

1. Review current UNFCCC [gender and climate change webpages](#) and propose amendments, including options for consolidation, deletion, addition and interlinkages with other UNFCCC webpages so as to create a coherent user experience. Amendments may include proposals for webpage content;
2. As approved by the Unit Lead, implement the amendments referred to above. Prior to the amendments being implemented, the consultant will identify and propose a small group of external users to provide feedback on usability of the amended webpages;
3. Prepare a communications strategy for gender and climate change in relation to the Lima work programme on gender and the gender action plan for 2020 - 2021 by building on previous communications campaigns, consulting relevant staff, coordinating with the UNFCCC Communications Division and utilizing the gender and climate change webpages, social media and any other agreed format.
4. Deliver topic proposals and quality content for articles, social media posts and the gender and climate change webpages.

Outputs

Output	Date	Performance indicators
Proposal for amendments to webpages	Within 15 working days of commencement of consultancy	The proposed amendments are in line with objectives, scope and any additional guidance. The proposal is well-structured and presented clearly.
Amendments to webpages for high impact, raising the awareness of the LWPG and GAP and and build the reach on this topic	Initial changes within 30 working days of commencement of consultancy, then as required	The amendments match the proposal. Webpages and links are tested and work as expected. User feedback is incorporated as appropriate and agreed with Unit Lead.
Prepare initial draft of communications strategy	Within 30 days of commencement of consultancy	Quality, relevance and comprehensiveness of the framework.
Social media and other communication campaigns for high impact, raising the awareness of the LWPG and GAP and and build the reach of UN Climate Change on this topic	Aligned to the strategy and as required	Quality, relevance and comprehensiveness of content.
Technical input to the maintenance of communications within the online collaboration space for National	As required	Quality, relevance and comprehensiveness of inputs.



Gender and Climate Change Focal Points		
Contributing to the gender team's internal communications, including its intranet	As required	Quality, relevance and comprehensiveness of inputs.

Duty Station and Travel

Duty Station: Bonn or remote working.

Travel during assignment is not envisaged.

What are we looking for

Educational Background

Required: Advanced university degree (M.A. or equivalent) in journalism, communications, organizational communication, public relations or another relevant field. A first level university degree (B.A. or equivalent) and additional years of relevant work experience can replace the advanced degree.

Experience

Required: At least five years' experience in communications, including developing and/or implementing a wide-ranging communications strategy.

Language skills

Required: Excellent written communication and editing skills in English, particularly conveying technical information to diverse audiences.

Specific professional knowledge and skills

Required: High level of IT competency, including with website, database or CRM systems.
Knowledge of multimedia software like Adobe Premiere, Photoshop etc.
Experience in communicating through social media and social media campaigns.
Ability to collaborate with technical and other colleagues to ensure consistent messaging.
Familiarity with the gender and climate change topic.

Highly desirable: Familiarity with UN intergovernmental processes.
Fluency in another UNFCCC Newsroom languages (French, Russian, Spanish).
Experience in website concepts and design.



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How to apply:

Candidates, whose qualifications and experience match what we are looking for, should use the on line application system available at <http://unfccc.int/secretariat/employment/recruitment>

Please note:

We will confirm receipt of your application. However, only candidates under serious consideration and contacted for an interview will receive notice of the final outcome of the selection process.

UNFCCC is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons with disabilities to apply to become part of the organization.