



Announcement for Consultancy (Individual Contractor)

Individual Contractor – Communications Specialist Regional Collaborations Centres

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
03 February 2025 23:59 hrs CET	25/CON02/M	As soon as possible	Initial 120 working days over 6 months	Bonn, Germany / hybrid as required

Publication date: 20 January 2025

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 Paris Agreement through a range of activities, including substantive and organizational support to meetings of the Parties and the implementation of commitments.

Within the Mitigation Division, the Implementation Coordination subdivision is responsible for the management of the Regional Collaboration Centres (RCCs), including RCCs overall administration, strategic and technical development financial management, workplan development, communications, relationship management with hosting partners and stakeholder engagement.

The RCCs support the secretariat's regional efforts in connecting, facilitating and supporting both Party and non-Party stakeholders in their ambitions towards fighting climate change, highlighting transparency on the actions towards the Paris Agreement and mobilizing support for higher ambition.

Within the Implementation Coordination sub-Division the communication specialist will be part of Regional Collaboration Centers unit. The expert will be reporting to the Team Lead, RCC Coordination Unit.

Purpose

Under the general guidance of the Team Lead, RCC Coordination Unit the incumbent will be responsible implementing the RCCs' communications strategy, inter alia via the creation of communications plans and knowledge products, leading outreach activities, editing, content creation, website maintenance and analytics work.

The purpose of this consultancy is to promote the role, services and achievements of the RCCs and their partners, boost the visibility of their work in addressing needs and priorities in different regions.



Tasks

The contractor will be responsible for:

- Implementing the communications strategy via actionable communications plans including by:
 - **developing and / or editing knowledge and communication products**, such as brochures, flyers, news stories, articles, blogs, reports, newsletters, webpage content, social media posts, video scripts, speaking notes, etc.
 - **advising on and participating in the creation of new knowledge products**, providing input on drafting for specific platforms or audiences, educating and training RCC staff with a view to improving their own skills.
 - **overseeing associated publication workflows** (from providing input to the editorial calendar to liaising on cleared knowledge products for their publication on any platform by the team), in collaboration with the team and any other relevant divisions of the secretariat.
 - **managing and improving all RCCs digital platforms**, i.e. creation/editing/maintaining all RCCs webpages, the RCCs LinkedIn group, RCCs design webcards and infographic products.
- **Reporting on the implementation of the communications strategy and further updates**, including through setting up and producing analytics reports as required.

Outputs

Output	Timeframe	Performance indicator
Analytics reports are set up to measure the communications plans' success, inform the communications strategy and all reporting activities required	End of February, and then monthly	Reports are set up in Google Analytics and a dashboard for reporting is created and improved over time. These include data from the RCC website and the RCC LinkedIn group – and any other platform created in the meantime. Reports will then be produced on a monthly basis, circulated and presented at dedicated meetings called by the CCRC unit. 100% of the above reports and additional ad-Hoc analytics requests are produced.
Communications plans	By 15 March 2025	The communications strategy is supported by a set of actionable communications plans , the success of which will be measured via analytics reports.
Messaging	By 1 April 2025	The RCC 2025 narrative contains accurate well-crafted messaging, and regularly updated: a document is prepared in collaboration with the communications team and all RCC Leads
Content creation and editorial support	Throughout the consultancy	Content for the RCC communications platforms is created on demand: 100% of deadlines are met and 100% of products requested are cleared and filed/published appropriately.



Output	Timeframe	Performance indicator
		<p>The Editorial Calendar is updated regularly and complete by the end of the contract.</p> <p>The RCC website and regional landing pages are up to date.</p> <p>The RCC global video is finalized and published.</p> <p>The Newsletters are revamped and the numbers of subscribers increase.</p> <p>The RCC digital brochure is updated and made available online.</p>
Communications workflows are documented, and guidelines are available to all RCC staff.	By the end of the consultancy contract	<p>All RCC communications workflows are documented by the end of the contract.</p> <p>One set of communication guidelines is produced and made available to all RCC staff.</p>
An end-of-contract report containing the period's comms strategy implementation status, analytics, recommendations on the strategy's update and continued improvement is produced and presented to the team.	By the end of the consultancy contract	The report is submitted, presented and discussed by the last working day of the contract at the latest, including a presentation to the CCRC Team.



Timeframe

This assignment is expected to cover the period **from 15 February or as soon as possible, for an initial period covering 6 months**, with a **maximum total of 120 working days, working full time (100%)**.

Duty station

The incumbent will be able to work in the UNFCCC office located in Bonn, either full time or in a hybrid set-up. Full remote work is also possible, although not the preferred option.

This position will not entail any travel.

Requirements

Educational Background

Required: Bachelor's Degree in journalism, creative writing, communication, or a related field and records (links to) of previous work.

Experience

- At least 5 years of proven record as author and editor of publications, press articles or reports dealing with issues of international scale, such as environmental and development issues and with a good understanding of climate change and sustainable development.
- At least 5 years of experience in writing for online consumption (newsrooms, online news, blogs, web, video scripting), i.e., developing compelling content to generate response from audiences online.
- Solid experience in reporting on qualitative and quantitative analytics.
- Proven knowledge and understanding of digital landscape and trends, with social media and website management.
- Experience with UN Climate Change process is an asset.
- Familiarity, knowledge and experience of policy contexts and operational realities of the climate change process (and in particular of the Regional Collaboration Centres) is an asset.
- Familiarity, knowledge and some experience of graphic design and video production.

Language skills

- **Required:** Excellent writing skills in English and proven analytical skills and ability to synthesize findings from diverse materials and sources.
- Working knowledge of another UN language an asset.

- - - -