



Announcement for Consultancy (Individual Contractor)

Communication Specialist Global Climate Action Unit Momentum for Change Initiative

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
23 May 2018 23:59 hrs CET	18/CON03/SDM	As soon as possible	115 working days until 31 December 2018	Bonn, Germany

Publication date: 09 May 2018

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.

Global Climate Action supports implementation of the Paris Agreement by enabling collaboration between governments and the cities, regions, businesses and investors that must act on climate change. Its mission is to step up collaboration between governments and key stakeholders to immediately lower emissions and increase resilience against climate impacts. These actions will be guided by the long-term goals of the Paris Agreement and undertaken in the context of the 2030 Agenda for Sustainable Development.

Global Climate Action has a particular focus on immediate climate actions between now and 2020 to support the success and overachievement of the Nationally Determined Contributions (NDCs) and National Adaptation Plans (NAPs). It aims to take ambition to new heights and will also look to spur new climate action in areas of untapped potential.

Momentum for Change is an initiative of the United Nations Climate Change Secretariat's Global Climate Action Unit. Momentum for Change shines a light on solutions that are already achieving impact on the ground in addressing both climate change and wider economic, social and environmental issues. The initiative has four areas of focus:

- **[Women for Results](#)**: recognizing the critical leadership and participation of women in addressing climate change, implemented in collaboration with Masdar's WiSER initiative.
- **[Financing for Climate Friendly Investment](#)**: recognizing successful financial innovations for adaptation and climate mitigation, implemented in partnership with the World Economic Forum Global Project on Climate Change.
- **[Planetary Health](#)**: recognizing novel solutions that balance the need for both human health and a healthy planet, implemented with support by The Rockefeller Foundation.
- **[Climate Neutral Now](#)**: recognizing efforts by individuals, companies and governments that are achieving real results in transitioning to climate neutrality, implemented with the secretariat's Climate Neutral Now initiative.



Purpose

The Global Climate Action (GCA) is seeking a communications specialist to support Momentum for Change's communication activities to raise awareness and inspire deeper ambition by target audiences to take climate action.

Additionally, the roles and responsibilities of the communications specialist go beyond those outlined below. The specialist also provides support as needed to the wider GCA unit (for example, input for ES missions and speaking engagements, and other ad hoc work that arises on a regular basis). The specialist will also be involved in supporting Action for Climate Empowerment (ACE) events and activities (including drafting documents, editing, proofreading and other communications support as required).

What will you be doing

Working under the general supervision of the GCA Outreach Team Lead and under the direct supervision of the Momentum for Change Officer, you will be expected to:

- Plan and execute pro-active media, communication and outreach strategies related to the Momentum for Change initiative; monitor and analyze the impact of the strategies/action plans and recommend actions accordingly.
- Produce drafts of well-targeted information/communication and public awareness products (e.g. articles for the Newsroom, monthly e-newsletters, presentations, press releases, brochures, backgrounders, web pages, press kits, social media packs, infographics, etc.) to enhance awareness and understanding about the Momentum for Change initiative and its Lighthouse Activities.
- Lead the project management of the 2017 Momentum for Change annual report, including liaising with the designer, curating all content (both written and digital), generating and collecting data for the reporting period, and reviewing, editing and proofing all versions of the annual report.
- Support the production of a series of videos to draw attention to the Lighthouse Activities, including drafting scripts, reviewing all drafts and providing feedback on rough cuts, securing celebrity narrators, drafting narration scripts, arranging logistical details for narrations to take place, and posting and sharing final versions on various online channels.
- Lead social media activities, including through Facebook, Twitter and LinkedIn, to raise awareness about the Momentum for Change initiative and its Lighthouse Activities.
- Develop and help to maintain working partnerships with relevant organizations/agencies, media outlets and relevant stakeholders, to raise awareness about the Momentum for Change initiative.
- Work in collaboration with targeted group of stakeholders to promote climate action at local, national and international levels.
- Perform other duties as assigned.

Output

Output	Date	Performance indicators
Communication and outreach strategy for MfC	July 2018	Strategy delivered on time and to the satisfaction of supervisors
Communication/public awareness products, e.g. Newsroom stories, web and e-newsletter content (including for CDM/RCCs)	July to December 2018	Stories deliver required messages in succinct manner with little editing (not more than one round)



Video materials	August to November 2018	Work of contracted videographer is facilitated in a timely fashion and proceeds smoothly according to agreed timelines. Serious problems are raised to supervisors
Social media content	July to December 2018	Social media content is of a high quality, on message, and delivered regularly per agreed strategy
Speaking notes	July to December 2018	Periodic request for speaking notes, e.g. from the office of the Executive Secretary, are delivered within deadline and requiring little editing (not more than one round)
Communications products for announcement of 2018 Lighthouse Activities, as well as for Momentum for Change events and activities at COP 24	August to December 2018	Stories deliver required messages in succinct manner with little editing (not more than one round)
Media pitching and tracking of earned media	July to Dec 2018	Regularly pitch stories to the media and track earned media coverage

What are we looking for

Educational background

Required: Educational background: First-level university degree (Bachelor or equivalent) in journalism, communications, public relations, marketing, humanities or a related discipline.

Experience

Required: At least three years of progressively responsible experience in public information, journalism, international relations that includes evidence of the use of the full range of communication approaches and tools, evidence of regular production of quality written content in a professional field.

Asset: Experience of working in an international setting.

Language skills

Required: Fluency in written and spoken English is essential.

Asset: Working knowledge of another UN language.

Specific professional knowledge and job related skills

Required: Excellent and proven communication and drafting skills
 Network and coalition-building
 Strong diplomatic and interpersonal skills
 Organization, time-management and prioritization skills

Asset: Knowledge of climate policy and action



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How to apply:

Candidates, whose qualifications and experience match what we are looking for, should use the online 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.