



Announcement for Consultancy

Consultancy, Climate Action Blog Communications and Engagement Division *Global Climate Action/Outreach team*

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
27 November 2020 23:59 hrs CET	20/CON07/C&E	As soon as possible	6 months	Remote

Publication date: 13 November 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 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 Communications & Engagement division 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 aligned with the 2030 Agenda for Sustainable Development. In this context, the division supports a number of initiatives and partnerships, including Climate Neutral Now, Momentum for Change, the Marrakech Partnership for Global Climate Action, The Fashion Charter, the Sports framework, the Global Climate Action Portal, and more.

An essential component of all these activities are related to sharing information, communicating progress, stories and news, and reaching out to wider audiences.

Purpose

The purpose of this consultancy is to boost the development of content for outreach and engagement communication, related to the above initiatives and partnerships, and in particular to produce and manage the content of a climate action blog, and its promotion.

What will you be doing

Under the overall supervision of the communications lead within the Outreach subdivision, and in close collaboration with the Communications and Knowledge subdivision, you will develop blog stories, news articles, social media updates, speaking notes and other outreach content to be posted on the climate action blog, on UNFCCC secretariat's website, social media accounts, and a new dedicated climate action blog.



Specifically, you will:

- Develop and produce content for publication in the UN Climate Action Blog, including:
 - Original stories;
 - Curated stories;
 - Photo stories.
- Create and maintain a blog entry schedule;
- Advise on blog milestones and trends for social media graphic production and promotion;
- Set up and advise on the KPIs and analytics interface and monitor the blog's associated data to inform future improvements, based on analytic reports generated.
- Support content development across the Communications and Engagement Division for other digital platforms and channels, as needed, such as:
 - Opinion pieces;
 - Speaking notes and speeches;
 - Social media posts;
 - Newsroom stories;
 - Web pages;
 - Video scripts;
 - Podcast scripts.
- Provide support to other relevant work in GCA as needed.

Outputs

Output	Date	Performance indicators
Expected start of work	15 December 2020	N/A
Description of design and process to set up the climate action blog	30 December 2020	Description discussed and approved
The blog is prepared and contains both repurposed content and new content at the moment of its launch	Mid-January 2020	Launch of blog
Weekly planning meetings are organized with concerned staff to agree on content and new.	Ongoing throughout assignment	N/A
Production of content, with a rate of at two new entries every week.	Ongoing throughout assignment	Content posted on blog
Final report of activities undertaken, including recommendations for continued work	At the end of the assignment	Final report submitted and approved.
At a relevant interval of the period and towards the end of the contract period, reader satisfaction surveys are conducted to inform further developments and adjustments of the blog.	1. Results presented on 1 March 2021 2. 1 May 2021 3. At end of assignment	Reader survey presented



A monthly analytic report is produced to inform the adjustment of the blog.	One month after launch and every month after that until the end of the assignment	Analytical reports presented
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Duration, Duty Station and Travel

This assignment is expected to be full time for a six months period, with expected start by 15 December 2020 and expected completion by 15 June 2021. You will work remotely, with daily online interaction with concerned colleagues

What are we looking for

Educational Background

Required: Bachelor’s Degree in journalism, creative writing, social science, communication or a related field.

Experience

Required:

- At least 5 years of proven record as author of publications, press articles or reports dealing with issues of international scale, such as environmental and development issues.
- Experience with writing for online consumption (newsrooms, online news, blogs, web), i.e. developing compelling content to generate response from audiences online.
- Experience in reporting on qualitative and quantitative analytics.
- Proven knowledge and understanding of local and global digital landscape and trends.
- Familiarity, knowledge and/or experience of policy contexts and operational realities of the climate change process an asset.
- Familiarity, knowledge and understanding of graphic design, video production and podcast production an asset.
- Experience with the United Nations or other international organizations desirable.

Language skills

Required: Excellent writing skills in English and proven analytical skills and ability to synthesize findings from diverse materials and sources.

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.



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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.