



## Announcement for Consultancy

### Individual Contractor - Content and Digital Media Communications and Engagement Division Action Empowerment Unit

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
23 February 2021 23:59 hrs CET	21/CON01/C&E	As soon as possible	120 days	Bonn, Germany and remote

Publication date: 09 February 2021

**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** serves 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 ensures 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](#) (GAP). Parties have identified various areas in which the secretariat should enhance communication on gender and climate change and the implementation of the LWPG and its action plan. Due to the ongoing 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 enhance communication and information-sharing reach through existing UNFCCC internet-based resources and communication activities related to gender and climate change in the lead up to COP 26.

#### **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 perform the following duties:



### **1. In the area of Content Creation and Design**

- Proactively create editorial content (stories, photos, advocacy images, contests, campaigns, audio, video, infographics, etc.) in cooperation with Communications and Knowledge sub-division and Action Empowerment Unit and adapt for web and social media posting to respective channels;
- Create and identify high-end gender-sensitive visuals for digital and print use, including, inter alia, animations, infographics, illustrations, banners or publications;
- Identify effective and appealing user interface and user experience designs for UN Climate Change webpages, platforms and digital newsletter related to gender.

### **2. In the area of Social Media, Web Resources and Innovative Communication**

- In cooperation with the Communications and Knowledge sub-division, maintain a web and social media calendar and content plans of content themes related to the LWPG and GAP specifically as well as gender and climate change generally;
- Prepare social media packs for events, initiatives, campaigns;
- Create and identify ways to enhance the effectiveness of communication to the public, in particular, reaching out to women, on the implementation of the LWPG and GAP.

### **3. In the area of Website Update**

- Identify continuous improvement for the design and content of the gender and climate change webpages, including options for consolidation, deletion, addition and interlinkages with other UNFCCC webpages so as to create a coherent user experience.

### **Outputs**

You will deliver the following outputs:

- Stories, social media posts, videos, images, infographics, photos posted to digital channels;
- Monthly web and social media calendar created and adhered to;
- Social media packs prepared for all key events, initiatives, international days, etc., and shared with stakeholders, where appropriate;
- Timely updates to the website and monthly reports on improvements and/or content plans.

### **Duty Station and Travel**

Duty Station: Bonn or remote working.

### **What are we looking for**

#### **Educational Background**

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Required: A first level university degree (Bachelor's degree or equivalent) in Digital Media and Communications or related area.



## **Experience**

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Required:

- A minimum of three years of progressively responsible experience in digital communication content creation and design or related field is required.
- Knowledge and experience in creating content related to gender or other equality issues highly desirable.
- Demonstrated experience in maintaining social media accounts, especially Facebook, LinkedIn, Instagram and Twitter, as well as experience with new media executions, preferably with a development organization; knowledge and understanding of local and global digital landscape and trends.
- Experience in using industry standard software, such as Adobe Photoshop, InDesign, Adobe Acrobat Pro, Adobe Illustrator, Adobe After Effects, Adobe XD, Adobe Premiere Pro, etc.

## **Language skills**

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Required: Fluency in English (both oral and written).

Asset: Knowledge of another UN official language.

## **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.