



**CONSULTANCY
COMMUNICATION AND OUTREACH (CO) PROGRAMME**

ANNOUNCEMENT NO:	14/CON01/CO
PUBLICATION DATE:	30 January 2014
DEADLINE FOR APPLICATION:	13 February 2014
CONSULTANCY:	Digital Strategist
DURATION OF CONSULTANCY:	4 March 2014 – 30 December 2014 (10 months, full time)
DUTY STATION:	Bonn, Germany

The United Nations Framework Convention on Climate Change (UNFCCC) is the focus of the political process to address Climate Change. The Convention secretariat is supporting the Convention and its Kyoto Protocol by a range of activities, including substantive and organizational support to meetings of the Parties.

The Communications and Outreach (CO) programme is responsible for external communications, media relations, online public information and outreach to stakeholders in support of the Convention and the Kyoto Protocol. The programme leads the public advocacy work of the Climate Change Secretariat and the strategic high-level engagement of stakeholders involved in the development of climate change policies. The programme supports the communications and outreach work of the secretariat and will seek to increase the number of outreach partnerships, in particular with the private sector and other key stakeholders, with a view to facilitating enhanced action under the Convention.

Background

Momentum for Change is an initiative of the United Nations Climate Change Secretariat, (hereinafter referred to as the secretariat) aiming to provide a public platform to highlight broad-ranging climate actions 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:

- **Urban Poor:** recognizing activities which improve the livelihoods and living conditions in urban areas in developing countries. This focus area is implemented with the generous support of the Bill & Melinda Gates Foundation;
- **Women for Results:** recognizing women-led climate change activities. This focus area is implemented with the generous support of the Rockefeller Foundation;
- **Financing for Climate-Friendly Investment:** recognizing successful financial innovations for adaptation and climate mitigation. This focus area is in partnership with the World Economic Forum.
- **ICT Solutions:** recognizes successful climate change mitigation or adaptation activities in the field of information and communication technology. This focus area is in partnership with the Global e-Sustainability Initiative.

Momentum for Change was launched at the United Nations Climate Change conference in Durban, South Africa, in December 2011.

Scope of work

The secretariat is seeking to find an individual to:

- a) Monitor current events in Momentum for Change's focus areas for potential online campaign activities;
- b) Build relationships with key contacts and relevant organizations, including youth organizations, to identify online campaign collaborations;
- c) Develop online campaign strategy, via email, social media or other relevant channels, that move identified constituents, including youth organizations, to action;

- d) In collaboration with graphic design and video production teams, conceptualize, develop and distribute online campaign content, including drafting email marketing materials, social media content, videos, animations, infographics and data visualizations;
- e) Manage online campaign execution, including overseeing social media analytics.

Deliverables

The successful individual will be required to execute the following activities:

- Develop an online engagement strategy for Momentum for Change.
- Support the implementation of the Momentum for Change online engagement strategy.
- Provide weekly reports and a closing summary assessing the impact of the online campaign via measurable objectives and concrete measurements/analytics.

The secretariat will:

- Provide briefings and guidance on the production of the new content;
- Approve all content before they are published.

All products will be the property of the secretariat.

Duration and schedule

This is a full time consultancy for the duration of 10 months, starting on 4 March 2014.

Milestone	To be delivered by
1. Consultant and secretariat to agree on workplan	7 March 2014
2. Consultant to provide first draft of online engagement strategy	14 March 2014
3. Consultant to finalize online engagement strategy	18 March 2014
4. Consultant starts to implement online engagement strategy	21 March 2014
5. Consultant to provide social media analytics report	Weekly basis
6. Consultant to provide final report	30 December 2014

Submission

All applications should include a cover letter explaining their motivation for applying for the consultancy. Applicants should also provide links to samples of relevant pieces of recently completed work.

Requirements and qualifications

Education: A first level university degree in university degree in digital media, online strategy, marketing, communications, public relations or related field.

Experience:

- University degree in digital media, online strategy, marketing, communications, public relations or related field.
- Minimum three years of expertise in online organizing and/or email campaigns;
- Deep understanding of social media platforms (Facebook, Twitter, etc);
- Experience in campaign analytics;
- Demonstrated proficiency in English-language;
- Knowledge of other UN working languages is an asset;
- Demonstrated project management skills;
- Knowledge of HTML/CSS is an asset;
- Experience with video editing and production is an asset;
- Familiarity with climate change issues is an asset.

Language requirements: Demonstrated proficiency in English-language; Knowledge of other UN working languages is an asset.

To apply

Candidates whose qualifications and experience match the requirements for this consultancy should use the on-line application system available at <http://unfccc.int/secretariat/employment/recruitment>.