



## Announcement for Consultancy

### Social Media Marketing Expert Climate Neutral Now

Sustainable Development Mechanisms (SDM) Programme

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
25 September 2017	17/CON08/SDM	16 October 2017	Until 31 March 2018 Forty days within period	Remote and possible mission travel

Publication date: 11 September 2017

**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 by 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 Sustainable Development Mechanisms (SDM) programme is leading in the development and effective implementation of innovative approaches to broaden the engagement in and effectiveness of action to mitigate climate change and drive sustainable development. SDM supports the operationalization of the cooperative approaches established by Article 6 of the Paris Agreement and broader efforts to engage non-Party stakeholders in climate action. SDM manages the NAZCA platform, supports the COP Presidencies' Climate Action Champions and supports the implementation of the three Kyoto mechanisms - the Clean Development Mechanism (CDM), Joint Implementation (JI), and International Emissions Trading (IET).

**Climate Neutral Now** is an initiative promoting climate neutrality across all sectors of society, including by compensating for emissions through the use of Certified Emission Reduction (CERs) generated by the CDM. Launched in September, 2015, the Climate Neutral Now initiative asks users to measure and reduce their climate footprint, and then offset their remaining emissions using CERs.

The United Nations online platform for voluntary cancellation of CERs ("the Platform") is operated by UNFCCC offering the possibility to any user to purchase and immediately cancel (use) CERs to compensate for emissions. The Platform is essentially allowing users to identify, select and cancel CERs and pay with a credit card on-line, and receive a confirmation of the completed transaction, all in one go.

In early 2017, the CDM Executive Board (EB) decided to further develop the platform to offer enhanced user-experience. In summer 2017, the CDM EB mandated the design and implementation of a social media strategy and campaign to increase the number of individuals visiting the platform and to increase the voluntary cancellation of CERs.

### Purpose

The Climate Secretariat is now seeking a marketing expert specialized in the use of social media.

- You will develop a social media centred-marketing strategy aiming to increase visibility of, and traffic to the online platform, as well as the volumes of cancellation of CERs at the platform.



- You will develop an action plan to guide the implementation of the strategy.

### **What will you be doing**

- You will participate in a kick-off meeting to critically review the results of the previous social media campaign(s), agree on exact objectives of the new campaign, brainstorm on its targeted audiences, discuss activities for each of them, agree on success measurement, on the analyses to be led and on timelines.
- You will conduct marketing research to inform the development of the strategy and the campaign (segmentation, targeting, positioning, campaign's content / tactics) according to the above stated objectives.
- In the context of the relaunch of the voluntary cancellation platform in early 2018, you will work in consultation with secretariat staff, with a consultant conceptualising the new platform and with the developers of the new platform, so as to ensure consistency between the future platform, the strategy, and the campaign.
- You will produce an action plan for use by the secretariat during the implementation phase.
- You will lead the action plan and support the secretariat's management of the campaign.
- You will define and advise on targets, key performance indicators and benchmarks to measure the success of the social media strategy.

### **Output**

<b>Output</b>	<b>Date</b>	<b>Performance Indicators</b>
Presentation of marketing research and outline of a marketing strategy aiming at increasing voluntary cancellations from the platform	13.11.2017	Acceptance of research document and strategy outline by the SRMU Manager
Presentation of final marketing strategy and of an outline concept for the social media campaign (including key messaging), in line with the revamp of the voluntary cancellation platform	15.12.2017	Approval of marketing strategy and campaign outline by the SRMU Manager
Social Media Campaign and action plan development	31.01.2018	Approval of the campaign and action plan by the SRMU Manager
Social Media Campaign and action plan development completion, management of the launch	31.03.2018	Successful Launch to the satisfaction of the SRMU Manager



## **What are we looking for**

### **Educational background**

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Required: Advanced university degree in marketing, communication, economics, environmental studies. A first level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

### **Experience**

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Required: Minimum 10 years proven experience working in producing and applying social media strategies, with a demonstrated emphasis on digital marketing strategies. Solid experience in social analytics. Experience in managing projects remotely.

Asset: Work experience in sales as well as experience in the climate change area. Previous working in an international organization.

### **Language skills**

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Required: Fluency in English. Solid communication skills, i.e. ability to communicate ideas both visually and verbally

### **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.