



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Request for written proposal: Communication Consultant: UN Decade of Ocean Science for Sustainable Development

UNESCO is inviting written proposals from Individual Consultants for the work assignment described in attachment A.

Your written proposal should comprise:

(a) A Technical Proposal consisting of

- an up-to-date curriculum vitae **using the [UNESCO template](#)**, including two references from different institutions that may be contacted,
- a motivation letter indicating how your qualifications and experience make you suitable for the assignment,
- a description of a proposed approach and methodology for undertaking the assignment,
- proof of language knowledge or an explanatory document should you not be in possession of language certificates, and
- samples of communication materials and products that you designed and implemented in the past.

(b) The amount to be charged for the assignment in USD only. Please note that the overall lump-sum **should not exceed USD31,000 over 9 months**.

Your proposal and any supporting documents must be in either English or French.

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria in the Terms of Reference, UNESCO shall select the proposal that offers the Organisation best value for money.

Your proposal should be submitted by e-mail by 23.59 (Paris time) on 23 April 2019.

The e-mail address for submission is: ioc.communication@unesco.org

It is the individual's responsibility to ensure that his/her proposal is received by the deadline.

Thank you for your interest in this UNESCO assignment; and we look forward to receiving your proposal.

Terms of Reference – IOC Communication Consultant to support the preparatory phase of the UN Decade of Ocean Science for Sustainable Development (9 months)

Under the overall authority of the Director-General and under the supervision of the Assistant Director-General for the Intergovernmental Oceanographic Commission (ADG/IOC), the incumbent will assist with the implementation of communication activities at the IOC Marine Policy and Regional Coordination Section within the overall context of communications planning and implementation for the UN Decade of Ocean Science for Sustainable Development (2021-2030), hereafter referred to as “the UN Decade” or “the Decade”, following the guidelines of the IOC senior management.

Key cross-cutting functions:

- Support the IOC Secretariat in the day-to-day implementation of the communications activities related to the Decade, ensuring overall integrity and institutional coherence.
- Handle communication activities in English, French and Spanish ensuring translation of content where needed (knowledge of other languages a plus).
- Implement internal and external strategies for communicating key messages about the UN Decade to the full spectrum of stakeholder groups and target audiences, with the aim of raising visibility of the Decade and its major objectives for ocean science, ocean policy and management, and ultimately for society at large.
- Support the planning, coordination and execution of institutional events, developing dedicated digital and print products and creating and updating web the dedicated UN Decade website (as well as pages within the IOC and UNESCO websites related to the Decade).
- Draft and edit a wide range of materials, including media articles, interviews, blog posts, web content, brochures and presentations.
- Provide light training and advice to the IOC staff working on the UN Decade on matters relevant to communication, to reinforce the collective capacities of the team to promote its messaging and brand in multiple contexts.
- Design and implement innovative campaign assets, such as visuals, infographics and other graphic content.
- Assist in the systematic documentation, monitoring and evaluation of the key communications activities performed by IOC and other institutional partners around the Decade, including through social media and web analytics and stakeholder surveys.
- Build strong networks with key partners within UNESCO and external partners, including the media (print, digital, TV and radio).
- Assist in any other related activity that may be assigned by the Management Team.

Web:

- Generate, prepare, edit, and upload user-friendly content for the Decade's webpage (<http://oceandecade.org>), in English, French, and Spanish, to ensure public information is consistent and up to date.
- Assist IOC staff working on the Decade to communicate through web stories and video content.
- Develop/produce communication and advocacy instruments and materials such as newsletters, brochures, briefing materials and press releases.
- Keep track of digital media trends and identify new opportunities to increase the visibility of IOC on online platforms. Advise management on appropriate action/responses.

Social Media:

- Generate, prepare, edit, and upload user-friendly content on the Decade for IOC social media accounts, such as Facebook, Twitter, Instagram, LinkedIn and Whatsapp.
- Design and implement creative social media plans to communicate about the UN Decade, in line with the IOC communications objectives.
- Work to boost followers and engagement on all relevant social media channels.
- Effectively manage and lead short-term social media campaigns to strengthen awareness and key messages among target audiences at key moments, in collaboration with colleagues both at IOC and other sectors within UNESCO.

Graphic Design and Video Editing:

- Work across Adobe Creative Cloud applications, as well as other software-based and online tools, to conceptualize and create graphic design and video products for the initiatives, programmes, publications, flagship events and campaigns related to the UN Decade.
- Assist IOC staff when required with graphic design and video editing skills.
- Prepare and upload multimedia content for dissemination via YouTube, Flickr and other dedicated social media while ensuring systematic, timeliness and excellence in the production and quality of the materials.

REQUIRED QUALIFICATIONS

EDUCATION

- University degree or Master degree in media/communication studies, public relations or other related social sciences with competence to design and develop communication products and multimedia materials.

WORK EXPERIENCE

- 2 to 5 years of relevant experience at the international level in public relations, communications or advocacy, preferably in social and ocean issues.

SKILLS/COMPETENCIES

- Demonstrated experience in implementing institutional communications in a multilanguage context.
- Ability to implement communications and publications strategies.
- Advocates effectively.
- Communicates sensitively and effectively across different audiences.

- Excellent communication and writing skills in English, French and Spanish.
- Demonstrated ability to conceptualize issues and analyze data to compile and synthesize information in coherent and succinct formats.
- Shares knowledge across the organization and builds a culture of knowledge sharing and learning.
- Excellent coordination and negotiation skills.
- Demonstrated ability to use office equipment with computer literacy in graphic design, publication design, multimedia products development, video editing, web design (use of HTML and CSS), web content, etc.
- High attention to detail and ability to work under tight deadlines.
- Ability to work efficiently in a multi-cultural environment and team spirit.

LANGUAGES

- Fluency in **English, French and Spanish**. In addition, knowledge of other UN languages will be a strong asset.

BENEFITS AND ENTITLEMENTS

This is a consultant contract, initially for 9 months (including a probationary period of 3 months) and is renewable for additional periods, subject to satisfactory service and availability of funds. The appointment is non-career and does not carry any expectancy of renewal or conversion to another contract. Medical health care is not provided.