

Terms of Reference

Posting Title:	Communications Consultant (social media content creator) (Promotion of a better understanding of the Agreement under the United Nations Convention on the Law of the Sea on the conservation and sustainable use of marine biological diversity of areas beyond national jurisdiction (BBNJ Agreement), including the strengthening of capacities of developing States toward becoming parties to the BBNJ Agreement and implementing it)
Department/Office:	Division for Ocean Affairs and the Law of the Sea, Office of Legal Affairs, United Nations (the Division)
Duty Station:	New York
Application Deadline:	2 November 2025 (Midnight, New York time, USA)
Type of Contract:	Consultancy
Post Level:	Consultant, Level B
Languages Required:	English
Starting Date: (date when the selected candidate is expected to start)	1 December 2025
Duration:	30 days within a 4-month period
Contract sum:	US\$ 11,400 (paid in 2 instalments upon the Division's confirmation of completion of each phase)

Background

The Project “*Promotion of a better understanding of the Agreement under the United Nations Convention on the Law of the Sea on the conservation and sustainable use of marine biological diversity of areas beyond national jurisdiction (BBNJ Agreement), including the strengthening of capacities of developing States toward becoming parties to the BBNJ Agreement and implementing it*” (the Project) is a strategic partnership between the Office of Legal Affairs of the Secretariat of the United Nations, through its Division for Ocean Affairs and the Law of the Sea (the Division), and the European Union.

The Project, implemented by the Division in the context of its capacity-building activities undertaken in response to General Assembly resolution 77/321, seeks to address critical capacity barriers at the regional and national levels in becoming parties to the Agreement and for its implementation.

The Project, which is being implemented over two years, comprises three main activities, namely: (1) capacity needs and priority assessments with a view to informing the subsequent regional workshops; (2) regional workshops for parliamentarians and government officials of African and of Latin American and Caribbean States, and for Caribbean small island developing States; and (3) the publication of case studies on experiences of States in becoming parties to the Agreement. Further activities include communication and outreach.

Work Location

Home-based with possibility of travel.

Expected duration

The duration of the contract will be 30 days within a 4-months period.

Duties and Responsibilities

Under the overall supervision of the Director of the Division and a Principal Legal Officer, the consultant will report directly to a Legal Officer with a Senior Legal Officer as the second reporting officer.

The consultant will undertake the development of promotional materials and social media assets to promote the Project activities. In that context, the consultant will design and produce content for dissemination through the Division's existing social media accounts and other platforms as appropriate, focusing on the regional Workshop to be held for African States on the coasts of the Indian Ocean, Gulf of Aden and Red Sea, and landlocked States in these regions, as well as States of the Benguela Current Convention, and the regional Workshop to be held for Latin America and the Caribbean. The consultant will work with the Division to create, review and finalize the project assets.

The responsibility to obtain stock and any original audio, image or video media lies with the consultant, including any costs associated with obtaining such materials.

Scope of Work and Deliverables

The main deliverables of the consultancy are the following:

1. Develop a comprehensive content plan for social media assets and create a concept and script for a video that captures the activities and impact of the regional Workshops mentioned above.
2. Design and produce two visually engaging carousel posts (with 5-8 slides per carousel) for LinkedIn, X, and Instagram. The carousels will highlight the regional Workshop to be held for African States on the coasts of the Indian Ocean, Gulf of Aden and Red Sea, and landlocked States in these regions, as well as States of the Benguela Current Convention and the regional Workshop to be held for Latin America and the Caribbean. The content should be tailored to suit each platform's audience and format, and all carousels should be produced in English.
3. Produce a video for social media (ca. 3 minutes) covering the regional Workshops mentioned above. The video should capture the participants' experiences, featuring interviews with participants and other relevant stakeholders. The consultant will be responsible for the overall narrative development and final editing of the video, in consultation with the Division.

Subject to the availability of funds, the Division may request the consultant to attend one or both regional workshops, if required, for the purpose of capturing video footage and conducting interviews with participants.

The delivery of the final assets in different formats for different platforms will be agreed with the Division team, and the consultant will provide support for and advice on the distribution of the produced audio-visual and social media materials.

It is the consultant's responsibility to ensure that all outputs of the consultancy are copyright and royalty free, and that all waivers and releases have been obtained.

All materials, including b-roll and drafts, produced from this consultancy are the property of the United Nations.

Timelines

Phase 1 completion	Approved: Content plan, concept and script for 2 carousels and 1 video covering the two Workshops referred to above.	Month 1
Phase 2 completion	Approved: 1 carousel highlighting the regional Workshop to be held for African States on the coasts of the Indian Ocean, Gulf of Aden and Red Sea, and landlocked States in these regions, as well as States of the Benguela Current Convention.	Month 2
Phase 3 completion	Approved: 1 carousel highlighting the regional Workshop to be held for Latin America and the Caribbean and 1 video featuring footage and interviews from two regional Workshops referred to above.	Month 4

Payment

Initial payment of one third (US\$ 3,800) due upon positive assessment of the content plan, concept and script, incorporating all feedback from the Division, followed by the second payment of two thirds (US\$ 7,600) due upon positive assessment of the two social media carousels and the video, incorporating all feedback from the Division.

Competencies

- **Professionalism:** Knowledge and understanding of the theories, concepts and approaches relevant to communications strategy, including through social media, in an international context. Demonstrated analytical and evaluative skills to conduct independent research and analysis, including familiarity with and experience in the use of various research sources, including electronic sources on the internet, and other databases. Competence in data analysis and a demonstrated ability to conduct data collection using various methods. Ability to apply judgment in the context of assignments given, plan own work and manage conflicting priorities. Ability to build good working relationships at all levels. Ability to work under pressure and in dynamic situations; is conscientious and efficient in meeting commitments, observing deadlines and achieving results. Ability to treat sensitive or confidential information appropriately. Ability to incorporate gender perspectives in substantive research. Ability to deal efficiently and effectively with administrative responsibilities.
- **Teamwork:** Excellent interpersonal skills and ability to establish and maintain harmonious working relationships in a multicultural, multi-ethnic and political work environment. Works collaboratively with colleagues to achieve programme goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; Ability to develop consensus among people with varying points of view; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.
- **Planning & Organizing:** Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently.

- **Communication:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.
- **Accountability:** Takes ownership of all responsibilities and honours commitments; delivers outputs for which one has responsibility within prescribed time, cost and quality standards; operates in compliance with organizational regulations and rules; supports colleagues, provides oversight and takes responsibility for delegated assignments; takes personal responsibility for his or her own shortcomings and those of the work unit, where applicable.

Work Experience and Qualifications

A minimum of 5 years of professional practice in communications is required.

Experience in the development of communication products (such as graphic design, video editing and social media content) relating to ocean affairs, environmental issues and/or sustainable development in a public affairs context is required.

Desired qualifications include: knowledge of theories, concepts and approaches relevant to effective media communication and engagement. Strategic and creative mindset. Ability to handle diplomatically sensitive subjects and situations with target audiences.

In addition, applicants are required to provide specific examples of previous projects that demonstrate their expertise in creating contents for social media, particularly those related to ocean affairs, sustainable development, or similar contexts. This may include communication materials developed in the form of visual or video content.

Languages

For this position, fluency in English is required. Knowledge of other United Nations official languages is desirable.

Female candidates are strongly encouraged to apply.

Individuals in active government service, including employees of institutions under direct management of a government, are not eligible for selection for this consultancy.