

## TERMS OF REFERENCE

<b>Posting Title:</b>	Communications Consultant
<b>Department/Office:</b>	Division for Ocean Affairs and the Law of the Sea, United Nations Office of Legal Affairs ("the Division")
<b>Duty Station:</b>	Home based (remote work)
<b>Type of Contract:</b>	Consultancy
<b>Post Level:</b>	Consultant, Level C
<b>Languages Required:</b>	English
<b>Starting Date:</b>	1 May 2024
<b>(date when the selected candidate is expected to start)</b>	
<b>Duration:</b>	Part time. 6 months. 1 May 2024 to 1 November 2024
<b>Contract Sum:</b>	US \$10,000 (paid in two instalments upon the Division's confirmation of completion of each phase)

### Background

Pursuant to General Assembly resolution 77/321, the Office of Legal Affairs of the United Nations through its Division for Ocean Affairs and the Law of the Sea ("the Division"), has developed a programme of activities, including capacity-building and technical assistance activities, to promote 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) and to prepare for its entry into force.

This programme of activities includes regional workshops, technical assistance at the national level, briefings and side events, and the development of capacity-building and outreach tools and materials. In order to deliver on these activities, this consultancy aims to develop a communications strategy for the promotion of a better understanding of the BBNJ Agreement and the preparation for its early entry into force for the period up until the convening of the first Conference of the Parties to the Agreement, with the specific components outlined in the deliverables section below.

### Work Location

The Communication Consultant will be home based.

### Duties and Responsibilities

Under the overall supervision of the Director of the Division and a Senior Legal Officer, the consultant shall report to a Legal Officer.

### Scope of works and deliverables

The main deliverables of the consultancy are the following:

Develop a communications strategy for the promotion of a better understanding of the BBNJ Agreement and the preparation for its early entry into force for the period up until the convening of the first Conference of the Parties to the Agreement, including the following components:

- A message map for the BBNJ Agreement, with tactical messaging guide tailored to targeted audiences such as the general public, government officials and parliamentarians to raise awareness of and interest in the Agreement and support for its entry into force and implementation, taking into account the envisaged priorities at different stages from prior to the entry into force of the Agreement to the convening of the first Conference of the Parties to the Agreement.
- Social media content tactical guide for selected social media platforms, building upon existing DOALOS social media guidelines and existing DOALOS material on editorial process and tools, post creation and posting guidelines and best practices, community engagement and a content strategy for selected social media platforms, such as Instagram, Twitter and YouTube, tailored for the BBNJ Agreement and the DOALOS programme of activities.
- Tailored visual identity guidelines that are compatible with DOALOS brand guidelines.

**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.**

### Timelines

<b>Phase 1 completion</b>	Approved: A communication strategy and message map for the BBNJ Agreement	Month 3
<b>Phase 2 completion</b>	Approved: Social media content tactical guide for selected social media platforms Tailored visual identity guidelines that are compatible with DOALOS brand guidelines	Month 6

### 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. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work. 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.

- **Communications:** Strong oral communication and drafting skills; Ability to interact positively with high-level government officials.

- **Technological awareness:** Excellent knowledge of Microsoft Office applications including Microsoft Word, PowerPoint and Excel. Ability to use other relevant software (such as mapping tools), as well as database software to organize, analyse and archive collected materials during research is desirable. Actively seeks to apply technology to appropriate tasks.

### **Qualifications and experience required**

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

Experience in the development of communication products relating to ocean affairs or environmental issues in a public affairs context is required.

Desired competencies 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.

### **Languages**

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

TO APPLY TO THIS CONSULTANCY:

- 1) Complete the application form available at the following link:  
<https://forms.office.com/e/H7qzLKQ1Vd>
- 2) After completing the form, please send a CV and cover letter to [denise.ward@un.org](mailto:denise.ward@un.org) (with a copy to [doalos@un.org](mailto:doalos@un.org)) with the email subject line "Capacity Needs and Priority Assessment Consultant (Caribbean Small Island Developing States)"

The documents should be named as follows:

*surname of candidate\_CV*

*surname of candidate\_cover\_letter*

**Only applications that follow both stages of the application process will be considered.**

**Closing date: 29 March 2024**

*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.*