

Terms of Reference for a Communications Specialist
UN Regular Process - World Ocean Assessment (WOA)

Background

The Regular Process for Global Reporting and Assessment of the State of the Marine Environment, including Socioeconomic Aspects (Regular Process) is a global mechanism established by States under the United Nations in 2002 to regularly review the environmental, economic and social aspects of the state of the world's oceans, both current and foreseeable.

The first cycle of the Regular Process (2010-2014) resulted in the First World Ocean Assessment (WOA I), which established a baseline for measuring the state of the marine environment. The second cycle (2016-2020) resulted in the Second World Ocean Assessment (WOA II), which evaluated trends from and identified gaps in the baseline established by WOA I. The third cycle resulted in the Third World Ocean Assessment (WOA III), which on one hand evaluated trends and gaps from WOA II, and on the other end introduced new topics previously not covered, such as Gender, Governance and Indigenous and Traditional Knowledge.

The fourth cycle of the Regular Process (2026-2030) was launched by the General Assembly with the aim to, *inter alia*, produce the Fourth World Ocean Assessment (WOA IV).

Based on the lessons learned from previous cycles, it was agreed that the Fourth cycle of the Regular Process (2026-2030) should improve communication, as well as make greater efforts for outreach and communication, in order to engage policymakers, organizations, academia, schools and the general public in the Regular Process.

Job description

The consultant will assist with:

- The development of a message map of WOA III content, with messaging guides tailored to targeted audiences such as the policymakers at the international, regional, and national levels, as well as the general public. The aim is to raise awareness and enable these stakeholders to amplify relevant key messages for their audiences.
- The development of social media content planning and calendar for the launch and ongoing promotion of WOA III.

- The development of a content production guide for selected social media platforms, such as Instagram, LinkedIn, X, and YouTube, the Regular Process newsletters, and press releases. This guide should build upon existing DOALOS social media guidelines and materials on editorial process, tools, and post creation.
- The development of evergreen templates for social media and newsletters.
- The development of communications and informational materials such as, *inter alia*, print (e.g. press releases, brochures, pamphlets, posters), graphics, thematic teaser briefing materials, social media, website videos, and thematic fact sheets.

The Communications specialist is responsible for the effective and efficient performance of the following duties:

1. Strategy development: Takes the lead in the implementation of the outreach and engagement strategy for the fourth cycle of the Regular Process.
2. Content planning and creation: Develops, plans, and prepares materials to communicate the key messages from WOA III, including templates and products, such as news stories, press releases, media alerts, e-Newsletters and social media posts.
3. Capacity development: Strengthens internal and external communications with improved systems for increased information-sharing; identifies opportunities for strengthening communications and outreach capacity.

Qualifications and experience required: Knowledge of theories, concepts and approaches relevant to effective media communication and engagement; Demonstrated success in implementing strong communication campaigns, including the development and implementation of a communication strategy that includes media outreach and social media content creation, preferably around relevant topics including sustainable development and sustainable ocean economy; Ability to produce a variety of written communications products in a clear, concise style; Strategic and creative mindset; Strong organization, communication, and interpersonal skills; Ability to work with diverse stakeholder groups; Ability to handle diplomatically sensitive situations with target audiences, particularly in the context of the United Nations; Takes responsibility for incorporating gender and youth perspectives and ensuring the equal participation of women and men in all areas of work, as well as inclusion and equality for person with disabilities.

Duration of contract: 5 months within 7 months. The contract must be completed by December 2026

Contract sum: US\$ 40,000, to be paid in installments to be agreed upon with the consultant

Work location: home-based

TO APPLY TO THIS CONSULTANCY:

Send an email with your CV and cover letter detailing relevant experience to temnova@un.org with subject "RP Communication Specialist".

Closing date: 25 May 2026

*** Female candidates are strongly encouraged to apply. ***