

Social Media Specialist

Vacance de poste

Référence de l'avis de vacance: 261564

Réseau d'emplois : -

Famille d'emplois : -

Catégorie et classe : Consultants, CON

Lieu d'affectation : BONN

Département/Bureau : Convention to Combat Desertification

Date de publication : Jul 21, 2025

Date limite de candidature : Jul 28, 2025

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Result of Service

The consultant will deliver comprehensive social media management services to the G20 GLI, encompassing support for visualization and publication designs. The key focus will be on strategically activating and optimizing social media presence across LinkedIn, Instagram, and Facebook platforms, and coordinating with the social media manager of X_Arabic.

Work Location

Home based

Expected duration

45 days between 18 August to 17 November 2025.

Duties and Responsibilities

Background: Desertification, along with climate change and the loss of biodiversity were identified as the greatest challenges to sustainable development during the 1992 Rio Earth Summit. Established in 1994, the United Nations Convention to Combat Desertification (UNCCD) is the sole legally binding international agreement linking environment and development to sustainable land management. The Convention seeks to support countries to address Desertification, Land Degradation, and Drought (DLDD). (www.unccd.int) The G20 (or Group of Twenty) is an annual international forum for governments 19 industrialized, the European Union (EU) and the Africa Union, which make up over 85 percent of the world's Gross Domestic Product (GDP). G20 Leaders' Declaration in November 2020 launched a "Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats" (G20 Global Land Initiative). The purpose is to achieve a 50 percent reduction in the amount of degraded land by 2040, including through building on existing initiatives and on a voluntary basis. G20 Global Land Initiative (GLI) with oversight from UNCCD focuses on capacity building, engaging the private sector and civil society and showcasing success. The Director,

under the oversight of the Executive Secretary of the UNCCD, manages the Initiative's coordination office. GLI is looking for a skilled consultant with expertise in social media management to assist the communications teams in managing and optimizing the G20 GLI social media accounts. The social media specialist is expected to create engaging content, foster brand awareness, and drive social media growth. Duties and Responsibilities: Under the overall supervision of the Communications Coordinator of the G20 Global Land Initiative, and in consultation with G20 staff, the Social Media Consultant is expected to accomplish the following tasks: 1) Manage the social media platforms; a) Develop social media strategy and campaigns, and lead social media engagement aligned with current GLI communication and implementation goals and objectives; b) Research and choose themes, and create and post interesting, strategic, generic as well as lighthearted content written and visual content for Social media, including articles and publications; c) Develop and produce social media copy such as text, images, videos and infographics for the target audiences and share it on the appropriate social channels in a timely manner; d) Liaise with partners to share relevant SM content via the relevant channels; e) Develop monthly plans, create and pre-schedule posts on available platforms to ensure all accounts are active on a daily basis; f) Monitor and engage followers and community members; g) Manage social media advertising and promotion campaigns, as appropriate; h) Analyze and measure social media performance using metrics and analytics tools and adjust plans and optimize social media strategy and content based on performance data and feedback; i) Collaborate with team members and partners to ensure social media content and messaging align with GLI branding and standards; j) Stay up-to-date on social media trends, best practices and changes to platform algorithms and policies; k) Review reports regularly to adjust tactical approach to maximize reach and generate and share monthly reports with team to 2) Oversee end-to-end production and distribution of monthly newsletter, ensuring the highest editorial and design standards, and consistent use of GLI brand and messaging; a) Collaborate with internal and external GLI teams to prepare a content calendar, gather content, news, updates and to update newsletter subscribers and mailing list; b) Curate or write articles, ensuring accuracy, relevance and alignment with GLI objectives; c) Ensure content is in line with the GLI editorial guidelines and values, including ensuring a diverse range of voices and perspectives are reflected; d) Maintain consistency in voice, style and messaging across all newsletter issues; e) Proofread content for grammatical, typographical and factual errors; f) Verify key data, including names, dates, copyrights, credits and credibility of information sources; g) Design visually appealing newsletter aligned with GLI branding and guidelines; h) Submit final layout and design for review and clearance before publication; i) Coordinate with communication teams for timely and effective gathering of content and newsletter distribution to target audiences; j) Collect feedback from readers and stakeholders to improve future editions; k) Set and adhere to production schedules, ensuring punctual release of newsletters; l) Monitor Newsletter analytics and produce periodic reports to ensure responsiveness; m) Analyze data to guide future content and distribution strategies; n) On request, provide other editorial assistance; 3) Backstop Team in graphic design for events; a) As needed, support team with design for various products, including, but not limited to visual products for meetings, reports and certificates; 4) Any other associated social media and design related-tasks assigned by the supervisor.

Qualifications/special skills

- Bachelor's degree in marketing, communications, public relations, digital media, journalism, law, social sciences or a related field is required.
- Minimum 5 years of working experience with partners is required.
- Solid experience in managing and growing online communities, fostering engagement and responding to user inquiries or feedback is required.
- Understanding of brand positioning and experience in maintaining brand consistency across social media platforms is required.
- Experience with various social media, including interpreting their analytics, is required.
- Familiarity with production of communication products. Expertise in the following specialized software is an advantage: Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc), Mailchimp or BREVO, Hootsuite and Trello.
- An understanding of environmental challenges and solutions is desirable.
- Previous experience in working in the UN is desirable.

Languages

- Fluency in English language, both oral and written, is required. Fluency in another UN language is an advantage.

Additional Information

Only individuals who can act as independent, individual economical operators are qualified to apply. Individuals who can provide their services only on account of an institution or enterprise are not eligible under this procedure. Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations Secretariat and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultant and individual contractor is responsible for determining tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws. For remote consultancies, the selected candidate will be required to have a laptop or desktop PC (with Windows 10 or newer) or Mac (with the latest MacOS update), as well as a reliable, high-speed internet connection. An Office 365 license will be provided by the UNCCD to enable the candidate to access official emails, SharePoint, OneDrive and other office applications, such as Word and Excel. Further computer requirements: An antivirus application which receives regular updates; Browsers must be a newer version with regular updates enabled; Regular Windows 10 updates should be enabled with Windows laptop or PC. In addition, a mobile phone will be required to enable Multifactor Authentication (MFA) through SMS or the Authenticator App.

No Fee

THE UNITED NATIONS DOES NOT CHARGE A FEE AT ANY STAGE OF THE RECRUITMENT PROCESS (APPLICATION, INTERVIEW MEETING, PROCESSING, OR TRAINING). THE UNITED NATIONS DOES NOT CONCERN ITSELF WITH INFORMATION ON APPLICANTS' BANK ACCOUNTS.