

Website and Online Strategy Consultant

Vacance de poste

Référence de l'avis de vacance: 262117

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 31, 2025

Date limite de candidature : Aug 7, 2025

Share Job

Result of Service

A fully functioning user-friendly website with regular and engaging content flow. G20 Global Initiative increases its social media reach.

Work Location

Home based

Expected duration

45 days between 05 September to 05 December 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 the annual international forum for the governments from 19 industrialized countries and the European Union (EU). The G20 Leaders' Declaration, issued on Sunday, 22 November 2020, launched a "Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats". Building on existing initiatives and on a voluntary basis, the G20 countries share the ambition to achieve a 50 percent reduction in the amount of degraded land by 2040. The G20 Global Initiative (GLI) has a dedicated website, and seeks an innovative digital specialist able to work in a fast-paced environment to support the website maintenance and implementation of the GLI social media strategy. Duties and Responsibilities: Under the supervision of the Communications Officer, the incumbent is expected to accomplish the following tasks: 1. Design, maintain and regularly update the website. 2. Ensure website content is current, engaging and aligned

with organizational goals. 3. Optimize website for SEO and user experience. 4. Monitor, track and generate monthly analytics reports for the website and corporate social media channels. 5. Provide observations and recommended actions to increase traffic, engagement and reach. 6. On request, support the design and coverage of events organized. 7. Ensure effective digital promotion and documentation of events. 8. Support the training of staff and experts, on request, to enhance their digital skills and effectiveness in using digital tools.

Qualifications/special skills

- A university degree in web design, web development, graphic design, training in journalism or media or related field is required. Certification in web design, video production, or digital marketing is an advantage. - At least 5 years of proven experience in web designing, social media marketing and information analysis as well as project management and social media scheduling tools for complex institutional websites and databases are required. At least five years of proven experience in modern websites user interfaces design. Proficiency in WordPress and Adobe Creative Suite are advantages. - Technical skills in web designing, search engine optimization and monitoring of digital platforms are required. - Excellent communication and collaboration skills, ability to work independently and as part of a multicultural team and strong organizational skills and attention to detail, creative thinking and problem-solving abilities are required.

Languages

- Fluency in oral and written English is required. Knowledge of another UN official 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.