

**TERMS OF REFERENCE
(Individual Contractor Agreement)**

Title: Communications Consultant
Project: Life Cycle Initiative
Duty station: Home based (Stuttgart, Germany)
Section/Unit: UNEP – Economy Division – Resource and Markets Branch
Contract/Level: IICA-2
Supervisor: Llorenç Milà i Canals; Programme Management Officer, Head Life Cycle Initiative

1. General Background

The United Nations Office for Project Services (UNOPS) is an operational arm of the United Nations, supporting the successful implementation of its partners' peacebuilding, humanitarian and development projects around the world. Mandated as a central resource of the United Nations, UNOPS provides sustainable project management, procurement and infrastructure services to a wide range of governments, donors and United Nations organizations. With over 8,000 personnel spread across 80 countries, UNOPS offers its partners the logistical, technical and management knowledge they need, where they need it. By implementing around 1,000 projects for our partners at any given time, UNOPS makes significant contributions to results on the ground, often in the most challenging environments.

Background information – Job Specific

The consultancy position is placed within the Life Cycle Initiative, hosted by UN Environment.

The Life Cycle Initiative is a public private, multi-stakeholder partnership. It provides the space for science-based, consensus-building processes where a community of experts works together to develop methodologies, tools and learning opportunities around Life Cycle Thinking. The Initiative is hosted by the United Nations Environment Programme (UNEP). The Initiative works to show how life cycle thinking – through practical knowledge and tools – can enhance the sustainability of decisions. All its activities support private and public decision-makers in using life cycle thinking to achieve global sustainable development goals faster and more efficiently. Its work evolves to reflect new challenges and opportunities in meeting both climate and sustainable development objectives.

The multi-stakeholder function of the Life Cycle Initiative requires sustained communication both with its members and the larger life cycle community. This communication covers content also of the EC funded **InTex project** and it occurs via social media, in its bi-monthly newsletter, LC NET and on its website, which provides tools, methodologies, and e-learning activities.

2. Purpose and Scope of Assignment

The aim of the consultancy work is to ensure regular and consistent communication, covering also content related to the EC funded **InTex project (20% of contract time)**, with the life cycle Initiative members and broader community. The consultant will be responsible for the following:

1. Ensure consistent presence on key social media accounts, notably Twitter and LinkedIn by preparing content, tracking uptake and ensuring engagement with larger life cycle community
2. Maintain content of the Initiative website, carry out necessary maintenance activities, track usage and provide advice on ways to improve user functionality
3. Monitor the uptake of e-learning activities and produce quarterly analytics reports
4. Design and distribute the Life Cycle Initiative bi-monthly newsletter (6 versions/ year).
5. Support the Secretariat on design/outreach activities as needed.

This position is remotely based. Consultant needs to be able to work European hours.

3. Monitoring and Progress Controls

Tasks	Indicators
Develop regular content for social media platforms, notably LinkedIn and Twitter	<ul style="list-style-type: none"> ● Steady engagement on social media platforms as evidenced through quarterly reports ● Positive growth in number of interactions/links with related SM sites/activities
Ensure website is up-to-date and functions smoothly	<ul style="list-style-type: none"> ● Quarterly update on website engagement, including tracking of e-learning courses ● Timely updating of information in coordination with staff members ● Identifying and implementing action to improve website functionality and experience
Monitor the uptake of e-learning activities	<ul style="list-style-type: none"> ● Trends and analytics are shared on a quarterly basis in an easy-to-read format
Design and distribute LC NET	<ul style="list-style-type: none"> ● Newsletter is formatted and distributed every 2 months
Manage and coordinate the Initiative's distribution list, identify issues, and address them accordingly.	<ul style="list-style-type: none"> ● Any topics and issues arising among discussion groups are followed up in a timely manner and solved.
Provide design support as needed	<ul style="list-style-type: none"> ● Delivery of the requested designed content through engagement with staff on ad-hoc design requests

4. Qualifications and Experience

a. Education:

University degree in communication, marketing, graphics, web design or a related field.

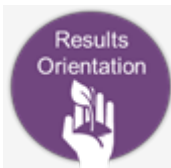
b. Experience:

At least 5 years work experience of progressively responsible experience in managing the communication assets of a programme/unit. Experience in managing across various platforms: social media; website; other forms of electronic communication.

c. Language:

Fluency in English (oral and written) is required. Mastering of another UN official language is an advantage.

d. Key Competencies



Efficiently establishes an appropriate course of action for self and/or others to accomplish a goal. Actions lead to total task accomplishment through concern for quality in all areas. Sees opportunities and takes the initiative to act on them. Understands that responsible use of resources maximizes our impact on our beneficiaries.



Open to change and flexible in a fast paced environment. Effectively adapts own approach to suit changing circumstances or requirements. Reflects on experiences and modifies own behavior. Performance is consistent, even under pressure. Always pursues continuous improvements.



Evaluates data and courses of action to reach logical, pragmatic decisions. Takes an unbiased, rational approach with calculated risks. Applies innovation and creativity to problem-solving.



Expresses ideas or facts in a clear, concise and open manner. Communication indicates a consideration for the feelings and needs of others. Actively listens and proactively shares knowledge. Handles conflict effectively, by overcoming differences of opinion and finding common ground.

Project Authority (Name/Title): Steven Stone Chief, Resources & Markets Branch UNEP, Economy Division	Contract holder (Name/Title):
Signature _____ Date _____	Signature _____ Date _____