



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

## Request for written proposal: Media Advisor for the UN Decade of Ocean Science for Sustainable Development

UNESCO is inviting written proposals from Individual Consultants for the work assignment described in attachment A.

Your written proposal should comprise:

(a) A Technical Proposal consisting of

- an up-to-date curriculum vitae **using the [UNESCO template](#)**, including two references from different institutions that may be contacted,
- a motivation letter indicating how your qualifications and experience make you suitable for the assignment,
- a description of a proposed approach and methodology for undertaking the assignment,
- proof of language knowledge, and
- samples of previous work related to one or more of the four main areas of work listed in the Terms of Reference: **media engagement, media partnerships, media workshops, event moderation**.

(b) The amount to be charged for the assignment in USD only. Please note: the lump-sum **should not exceed USD 18,000 over four months**.

Your proposal and any supporting documents must be in either English or French.

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria in the Terms of Reference, UNESCO shall select the proposal that offers the Organisation best value for money.

**Your proposal should be submitted by e-mail by 23.59 (Paris time) on 1 April 2019.**

The e-mail address is: [ioc.communication@unesco.org](mailto:ioc.communication@unesco.org)

It is the individual's responsibility to ensure that his/her proposal is received by the deadline.

Thank you for your interest in this UNESCO assignment; and we look forward to receiving your proposal.

## **Terms of Reference – IOC Media Advisor to support the preparatory phase of the UN Decade of Ocean Science for Sustainable Development (4 months)**

Under the overall authority of the Director-General and under the supervision of the Assistant Director-General for the Intergovernmental Oceanographic Commission (ADG/IOC), the incumbent will assist with the implementation of media outreach activities within the overall context of communications planning and implementation for the UN Decade of Ocean Science for Sustainable Development (2021-2030), hereafter referred to as “the UN Decade” or “the Decade”, following the guidelines set by the IOC senior management.

### **Media Engagement:**

- Design and implement a media outreach plan for the Decade, in line with the Decade communications objectives, to communicate key messages about the Decade to the full spectrum of stakeholder groups and target audiences, with the aim of raising visibility of the Decade within both traditional and non-traditional media.
- Draft and edit ten impactful stories for media release over the course of the contract, in at least English and another United Nations official language, ensuring translation of content where needed (knowledge of other languages a plus).
- Draft and edit a wide range of outreach materials, including media advisories, press releases, articles, interviews and press kits for the Decade.
- Assist in any other related activity that may be assigned by the Management Team.

### **Media Partnerships:**

- Build strong networks with key media partners across multiple geographical regions, including print, digital, TV and radio.
- Keep track of media trends and identify new opportunities to increase the visibility of the UN Decade on media channels, including print, digital, TV and radio.

### **Media Workshops:**

- Design and implement media workshops to raise awareness of Decade issues among regional and global media. The media trainings would be organized in alignment with and in the context of key Decade preparatory events.
- Generate, prepare and edit training materials for the media workshops.
- Carry out media workshops in English, French, or Spanish (knowledge of other languages a plus).

### **Event moderation:**

- Moderate panels, working groups and other sessions during events, meetings, workshops and symposia organized within the framework of the Decade.

Important note:

This is a remote-work, part time position. The contractor is not expected to be physically based in Paris, but should be ready to travel for the following reasons:

- Present media outreach plan for the Decade to the IOC Secretariat and attend internal coordination meetings at UNESCO HQ (Paris, Date TBD in May-June 2019)
- Participate and moderate sessions during the Decade's 1<sup>st</sup> Global Planning Meeting (Copenhagen, 13-15 May 2019)
- Participate and moderate media workshops during the various regional workshops foreseen for the 2<sup>nd</sup> semester of 2019 (Places and Date TBD)

While this is a part-time position, the Consultant will commit to giving absolute scheduling priority to any Decade events, even those agreed upon in short time frames. Absence from any Decade event listed above, or otherwise scheduled by the IOC Secretariat will be considered a breach of contract.

## REQUIRED QUALIFICATIONS

### **EDUCATION**

- University degree or Master degree in media/communication studies, journalism, public relations or other related social sciences with a proven experience in media outreach and press relations.

### **WORK EXPERIENCE**

- 5 to 9 years of relevant experience at the international level in journalism, public relations, communications or advocacy, preferably in social and ocean issues.

### **SKILLS/COMPETENCIES**

- Demonstrates experience in implementing communications and public relations strategies in a multilanguage context.
- Advocates effectively.
- Communicates sensitively and effectively across different audiences.
- Masters positive storytelling around environmental issues.
- Displays excellent communication and writing skills in English (knowledge of other languages a plus).
- Demonstrates ability to conceptualize issues and analyze data to compile and synthesize information in coherent and succinct formats.
- Displays excellent coordination and negotiation skills.
- Works efficiently in a multi-cultural environment and shows strong team spirit.

### **LANGUAGES**

- Fluency in **English**. In addition, knowledge of French, Spanish and/or other UN languages will be a strong asset.

## BENEFITS AND ENTITLEMENTS

This is a consultant contract, initially for 4 months and is renewable for additional periods, subject to satisfactory service and availability of funds. The appointment is non-career and does not carry any expectancy of renewal or conversion to another contract. Medical health care is not provided.