

## **Terms of Reference Campaign Consultant**

<b>Project Title</b>	World Urban Campaign
<b>Functional Designation</b>	City Campaign Consultant
<b>Executing Unit</b>	UN-Habitat – External Relations Division
<b>Closing Date</b>	
<b>Type of Contract</b>	Consultancy
<b>Post Duration</b>	10 months (15 February-14 December 2017)
<b>Remuneration</b>	Fee of USD 2,000 per month

### **Background:**

The World Urban Campaign (WUC) is a global coalition of public, private and civil society partners seeking to raise the urban agenda to a new level. Coordinated by UN-Habitat, but owned and driven by a long list of committed partners, the WUC provides the necessary environment for collaboration. The WUC seeks to raise global awareness of sustainable urbanization and to facilitate more coherent strategies and actions by development partners working at the national and local levels.

The WUC is part of UN-Habitat's work programme, located within the Advocacy, Outreach and Communications Branch. The project objective is to engage a wide range of partners in a common platform to advocate on the positive role of cities in development and to elevate the urban agenda. To date more than 70 Sponsors, Lead and Associate partners are engaged in the WUC.

The City Campaign Consultant will provide support to the partnership engagement process under the World Urban Campaign Secretariat in China and other countries.

### **Activities and Responsibilities**

On the basis of the above, the Consultant is required to mobilize partners through outreach campaign activities.

Under the overall supervision of the Advocacy, Outreach and Communication Branch Coordinator and WUC Project Leader, the consultant will provide support to the project in the following tasks:

1. Prepare campaign materials for dissemination, in particular, strengthening communication among WUC members using social media tools, web posts, mailing, liaising with WUC Partners and Members in order to obtain information to prepare the above campaign materials.
2. Assist in preparing campaign events, working closely with the AOC Events and Outreach Unit, substantive units and partner organizations.

3. Prepare partnership agreements with Asian partners and monitor progress in activities run by local/national campaign activities.

Outputs shall include:

Phase/Month 1 – 15 February-14 April 2017:

- Preparation of activity plan with the city partners
- Preparation of partnership schedule with the city partners
- Communicate with the city partners
- Prepare social media plan for city partners
- Prepare events lists
- Prepare material on city campaign for the WUC website (brochure)

Phase/Month 2 – 15 April-14 June 2017:

- Monitoring of activity plan with the city partners
- Monitoring of partnership schedule with the city partners
- Communicate with the city partners
- Prepare social media elements for city partners
- Update events lists
- Prepare stories on city campaign for the WUC website

Phase/Month 3 – 15 June-14 August 2017:

- Monitoring of activity plan with the city partners
- Monitoring of partnership schedule with the city partners
- Communicate with the city partners on activities
- Prepare social media elements for city partners
- Update events lists
- Prepare stories on city campaign for the WUC website

Phase/Month 4 – 15 August-14 October 2017:

- Prepare progress report on partnership with the city partners
- Communicate with the city partners
- Prepare social media elements for city partners
- Update events lists
- Prepare stories on city campaign for the WUC website

Phase/Month 5 – 15 October-14 Dec 2017:

- Prepare progress report on partnership with the city partners
- Communicate with the city partners
- Prepare social media elements for city partners
- Update events lists
- Prepare stories on city campaign for the WUC website

Qualification requirements

Education: University degree in Economy, Geography or related areas.

Knowledge and skills: United Nations Core Values: Integrity, Professionalism, Respect for Diversity.

Experience: The consultant should have at least 4 months of experience in the related field of work.

Languages: Written and spoken command of Chinese and English.

Interested applicants should send (email preferred):

- Cover memo (maximum 1 page)
- CV in the PHP format, accessible through the INSPIRA website ([inspira.un.org](http://inspira.un.org)). Please note, if using INSPIRA for the first time, you need to register in order to activate your account, which will allow you to log in and create a personal History Profile.
- The PHP should be attached to the application as a PDF file.

**All applications should be submitted to:**

**Christine Auclair**

**Project Leader, World Urban Campaign**

**UN-Habitat - P.O. Box 30030**

**Nairobi 00100, Kenya**

**Email: [christine.auclair@unhabitat.org](mailto:christine.auclair@unhabitat.org)**

**Please also copy [josephine.chege@unhabitat.org](mailto:josephine.chege@unhabitat.org)**

**Deadline for applications: 8 February 2017**

*UN-HABITAT does not charge a fee at any stage of the recruitment process. If you have any questions concerning persons or companies claiming to be recruiting on behalf of these offices and requesting the payment of a fee, please contact: [recruitment@unon.org](mailto:recruitment@unon.org)*

**Important Note: Please be advised that since 15 September 2010, applicants for consultancy must be part of the UN-Habitat Consultants database (e-roster) in order for their application to be considered. You can reach the consultant website through the following link:**

**<http://eroster.unhabitat.org/>**