



CONVENTION ON WETLANDS
CONVENTION SUR LES ZONES HUMIDES
CONVENCIÓN SOBRE LOS HUMEDALES
(Ramsar, Iran, 1971)

TERMS OF REFERENCE

Digital Communication Services

BACKGROUND

The Convention on Wetlands is an intergovernmental treaty that provides the framework for national action and international cooperation for the conservation and sustainable use of wetlands, wetland biodiversity and services. It was the first of the modern global multilateral environmental agreements and remains the only one dedicated to the conservation of a specific critical ecosystem.

The Secretariat of the Convention has its headquarters in Gland, Switzerland, where the International Union for Conservation of Nature (IUCN) provides legal status and related administrative services for the Secretariat support contracting Parties in the implementation of the Convention.

DESCRIPTION AND DELIVERABLES

Under the supervision of the Communications Officer, the agency will be required to provide communications support including but not limited to:

- Produce compelling short videos (less than one minute) for social media, designed to engage and inform viewers about various environmental issues.
- Produce informational videos (3 to 5 minutes) that provide in-depth insights into specific environmental topics.
- Design visually appealing social media cards that highlight key messages related to environmental issues.
- Provide digital marketing support and strategies to enhance the visibility and impact of the Convention's campaigns.
- Utilize a library of suitable digital imagery to enhance the quality and relevance of the content produced.
- Develop and organize a centralized repository for all produced content, including videos, social media cards, and imagery. Ensure it is easily accessible for future use and updates.

SKILLS AND EXPERIENCE

The agency must have the following skills and experience:

- Proven experience in producing short videos and informational videos, particularly on environmental topics.
- Expertise in designing social media cards and other digital content.

- Strong background in digital marketing, particularly within the context of environmental organizations.
- Access to a library of suitable digital imagery for use in content creation.
- Excellent communication skills in English are required. Ability to work in French and Spanish is beneficial.
- Ability to work independently and respond to feedback in a timely and professional manner.
- Experience working with multinational teams or clients, ensuring seamless coordination across different regions, time zones and languages.
- Excellent organizational skills, attention to detail and ability to contribute to a teamwork process.
- Must be registered to conduct business and provide copy of business incorporation.

DURATION

The Secretariat seeks to identify a company with an intent for the period of the next five (5) years, however an initial contract for a period of one year would be issued with the possibility of a yearly extension subject to yearly reviews.

SUPERVISION AND COORDINATION

The agency will report to and work under the supervision of the Communications Officer.