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Position: Consultant - Communications Officer on Mission LiFE/Meri LiFE for MoE Forests & Climate Change

Employing Agency (Employer): Inductus Limited

Duration of the contract: 1st November 2024 to 31st May 2025

Remuneration: Gross compensation budgeted for the position is very attractive. Please note that the offer made to the selected candidate shall be commensurate with qualifications, experience, and salary history. Applicants to mention their current professional fee & expected professional fee on www.inductusjobs.com/un

No. of Vacancy: 1 (ONE)

Duty Station: New Delhi

Reporting Line:

1. Administrative Supervision- Inductus Limited
2. Advisor, LiFE cell, Ministry of Environment, Forests and Climate Change
3. Adolescent and Youth Development Specialist, UNICEF YuWaah'

Last Date for Application: 26th October 2024 (Mid Night)

TERMS OF REFERENCE

1. BACKGROUND / RATIONALE

YuWaah (Generation Unlimited/GenU) is a **UN ORGANISATION-initiated multi-stakeholder global platform**, that aims to prepare young people to transition from education and learning to productive work and active citizenship. YuWaah is working to focus on engagement, learning, skill development and employment of young people. Envisaged as a strategic, long-term initiative, YuWaah will serve as the much-needed bridge between solution providers, private sector, Government of India, academia, and civil society organizations to fund and scale-up innovative and effective solutions. By 2030, in India, YuWaah aims to partner with 300 million young people as change-makers and create spaces for developing their leadership.

In India, YuWaah and UN ORGANISATION have supported the Ministry of Environment, Forest and Climate Change to develop Meri LiFE – a digital innovation platform for young people to hone their

green skills, climate sensitivity and leadership towards combating climate change. The platform has been built in conjunction with Mission LiFE – announced by the Prime Minister of India Shri Narendra Modi at the 2021 UN Climate Change Conference (UNFCCC COP 26), as a movement focused on bringing individual behaviours to the forefront of the global climate change narrative.

This document outlines the scope of work for hiring of an external consultant to support the communications and advocacy efforts for Mission LiFE and Meri LiFE.

2. PURPOSE OF ASSIGNMENT

The purpose of the assignment is to enhance the communication and advocacy efforts of Mission LiFE and Meri LiFE by developing engaging campaigns, materials, and partnerships that promote climate action and environmental sustainability.

- Develop and execute creative communication campaigns and advocacy materials in collaboration with key stakeholders.
- Coordinate with external agencies and partners to strengthen the social media presence of Mission LiFE and ensure effective dissemination of campaign content.

4. MAJOR TASKS TO BE ACCOMPLISHED

1. **Campaign Ideation and Rollout:** Contribute to the ideation, planning, and execution of communication campaigns for Mission LiFE and Meri LiFE, focusing on engaging citizens, especially children and youth, in climate change initiatives.

2. **Advocacy Material Development:** Collaborate with the nodal officer in Ministry of Environment, Forests and Climate Change (MoEFCC) and YuWaah UN ORGANISATION to co-create and disseminate joint advocacy materials promoting climate action and environmental sustainability.

3. **Coordination with External Agencies:** Manage the partnership with external communications and design agencies to ensure timely delivery of communication materials, such as social media content, videos, and other media assets.

4. **Design, rollout and monitoring of digital materials:** Act as the primary liaison with the MoEFCC focal point to coordinate the planning, design, rollout, and monitoring of digital materials that support the amplification of Mission LiFE and Meri LiFE.

5. **Social Media Presence Building:** Assist in building a solid social media presence for Mission LiFE, amplifying engagement through creative campaigns and digital content.

6. **Monitoring and Reporting:** Support the tracking of campaign progress and contribute to the preparation of monthly reports and impact assessments.

5. DELIVERABLES AND DEADLINES

S N	Major Task	Deliverable	Specific delivery date/deadline for completion of deliverable
1	Contribute to the ideation, planning, and execution of communication campaigns for Mission LiFE and Meri LiFE, focusing on engaging citizens, especially children and youth, in climate change initiatives.	Monthly report with summary of progress achieved and next steps	Monthly

S N	Major Task	Deliverable	Specific delivery date/deadline for completion of deliverable
2	Collaborate with the nodal officer in Ministry of Environment, Forests and Climate Change (MoEFCC) and YuWaah UN ORGANISATION to co-create and disseminate joint advocacy materials promoting climate action and environmental sustainability.	Monthly report with summary of progress achieved and next steps	Monthly
3	Assist in building a solid social media presence for Mission LiFE, amplifying engagement through creative campaigns and digital content.	Monthly report with summary of progress achieved and next steps	Monthly
4	Act as the primary liaison with the MoEFCC focal point to coordinate the planning, design, rollout, and monitoring of digital materials that support the amplification of Mission LiFE and Meri LiFE.	Monthly report with summary of progress achieved and next steps	Monthly
5	Support the tracking of campaign progress and contribute to the preparation of monthly reports and impact assessments.	Monthly report with summary of progress achieved and next steps	Monthly

5. **DUTY STATION:** New Delhi

6. **SUPERVISOR**

- Administrative Supervision: Advisor, Life cell, Ministry of Environment, Forests and Climate Change
- Technical supervision: Youth & Adolescent Development Specialist (including invoice certification and performance evaluation)

7. **OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)** None

8. **ESTIMATED DURATION OF CONTRACT:** 8 months (15th October 2024 to 31st May 2025)

10. **QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT (Please use as applicable)**

Education: Bachelor's degree in Communications, Public Relations, Journalism, Environmental Studies, or related fields.

Experience:

- Minimum 3 years of experience in communications, preferably in advocacy related to climate change and environmental sustainability.
- At least 2 years' experience in managing social media platforms and digital campaigns.
- Experience working with design and media agencies for content creation.

- Familiarity with climate change, environmental sustainability, and related advocacy work is highly desirable.
- Use of MS Excel and PowerPoint is essential.
- Knowledge of English / Hindi is essential.

Skills and Competencies

- Strong communication skills (written and verbal) in English and Hindi.
- Teamwork and collaboration, particularly in coordinating with governmental and external stakeholders.
- Project management and multitasking abilities.
- Proficiency in social media platforms, campaign monitoring tools, and basic knowledge of design software (Adobe Suite, Canva, etc.).
- Understanding of environmental sustainability and climate change issues.

Languages:

- Fluency in English and Hindi is required.
- Knowledge of other regional languages is an asset.

13. PAYMENT SCHEDULE

- The payments will be done on a monthly basis upon raising approved deliverables and other related formats.