1. **Background**
UNICEF Cambodia produces on a regular basis various documents for advocacy, accountability, awareness-raising and fundraising purposes including policy briefs, programme briefs, donor proposals, human interest stories, blogs, social media content, etc.

Compelling written materials are an integral part of UNICEF’s brand as well as its advocacy efforts, and as such, the organization must ensure that its publications and other documents are professionally crafted following the organization’s global communication guidelines and clearly understood, and that they resonate with their intended audience.

From time to time, UNICEF Cambodia country office is in need of external support for various communication products in the English language. These often come at short notice and vary in needed effort and time. To avoid having to undertake a separate sourcing process for each individual assignment, the office wishes to assess the market, and establish a roster of a selected small pool of professional writers, who can then be drawn upon as needs arise.

2. **Purpose**
UNICEF is looking for a short-term writer to support the communication team in realizing agreed communication plans for the period of June – December 2020.

Under the general guidance of the Chief of Communication, this role is responsible for writing and editing human interests’ stories, copy for photo essays, advocacy briefs, key messages, newsletters, media briefs, press releases, blogs and social media content in English.

3. **Work Assignments**

- Prepares advocacy and communication materials such media briefings, web content, press releases, key messages, op-eds, fact sheets, blogs, etc.
- Develops human interest stories by visiting communities to collect the stories and/or supporting UNICEF programme staff in writing human interest stories, including through assisting with shaping story angles, providing writing tips, and supporting with the finalization of stories.
- Develops donor and fundraising content packages such as fact sheets, beneficiary testimonies, interviews, blogs, etc.
- Works with the team to develop and deliver UNICEF Cambodia newsletter in timely manner.
- Works with UNICEF Cambodia management team to develop blog and think pieces.
- Developing messages for social media platforms as needed.
- Providing editorial support to UNICEF Cambodia Communication team as needed.

In all written products the following considerations must be made:
- Protecting the rights of the child must be given priority above all considerations when collecting and writing stories and other materials
- Ensuring evidence generation adheres to UNICEF Procedure for Ethical Standards in Research, Evaluation and Data Collection and Analysis.
- Ensuring clarity, readability, logic, appropriateness as well as engaging writing in all products
- Ensuring language accuracy. The final product must not require further editing/copy-editing
- Consulting with supervisor and other UNICEF colleagues to ensure adherence to UNICEF style and guidelines, and alignment with the country programme
- Ensuring factual accuracy including accurate representation of the issues and programmes
- Ensuring any policy briefs related to evaluation adheres to United Nations Evaluation Group’s revised Norms and Standards for Evaluation and to UNICEF evaluation guidance

4. Expected deliverables

Under the supervision of the Chief of Communications, the Consultant will be responsible for producing the following deliverables:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Estimated number of working days</th>
<th>Deliverable Completion Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Producing 4 Human Interest Stories across sections, 2 Newsletters</td>
<td>20 days</td>
<td>31 July 2020</td>
</tr>
<tr>
<td>2. Producing 2 advocacy briefs.</td>
<td>8 days</td>
<td>31 August 2020</td>
</tr>
<tr>
<td>3. Producing 4 Human Interest Stories across sections, 2 Newsletters</td>
<td>20 days</td>
<td>30 September 2020</td>
</tr>
<tr>
<td>4. Producing 4 media briefs</td>
<td>12 days</td>
<td>31 October 2020</td>
</tr>
<tr>
<td>5. Producing 4 Human Interest Stories across sections, 2 Newsletters</td>
<td>20 days</td>
<td>31 December 2020</td>
</tr>
<tr>
<td>6. Reviewing and editing Social media and other editorial as needed</td>
<td>4 days</td>
<td>31 December 2020</td>
</tr>
</tbody>
</table>

| Total number of working days | 84 Working days                 |
5. Location
The position is based in Cambodia, with frequent travel within the country.

6. Duration
The duration of the assignment will be for eighty-four (84) working days from June 2020 to December 2020 including a maximum of forty-two (42) working days conducting field missions in the provinces.

7. Qualifications and Experience
▪ Advanced university degree in Communication, Journalism, Public Relations; or equivalent professional work experience in the communication area, combined with an advanced university degree in a related discipline.
▪ Minimum 5 years of progressive experience in communication and writing for an external audience
▪ Outstanding writing skills in the English language with demonstrated ability for logical and analytical writing as well as ‘de-jargoning’ technical language for a wider audience
▪ Strong communicator with excellent interpersonal skills
▪ Ability to work independently within deadlines and under pressure
▪ Well organized and structured, good attention for detail
▪ Strong drive for results, taking pride in delivering as per expectation in terms of quality and timeliness
▪ Knowledge and understanding of Cambodia and its development context
▪ Initiative, passion and commitment to UNICEF’s mission
▪ Ability to synthesize complex documents into key messages and clear summary documents is desirable
▪ Experience in drafting advocacy documents from researches or studies is desirable
▪ Experience in conducting interviews for collecting information/case studies is desirable
▪ Experience working with UNICEF or other development organizations is a plus

8. Payment schedule linked to satisfactory deliverables

* The fees shall be calculated based on the days estimated to complete the assignment in the Terms of Reference and shall be considered the maximum compensation as part of a lump sum contract and agreed on a work plan for submission of deliverables. No additional fees shall be paid to complete the assignment. Payment will be made upon delivery of all final products and full and satisfactory completion of the assignment.

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Payment (including business travel fee) be directly linked with satisfactory deliverables</th>
<th>Reporting Requirements for each deliverable</th>
</tr>
</thead>
</table>

*
<table>
<thead>
<tr>
<th>Deliverable #1</th>
<th>24%</th>
<th>4 Human Interest Stories and 2 Newsletter published and shared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliverable #2</td>
<td>10%</td>
<td>2 Advocacy Briefs are published</td>
</tr>
<tr>
<td>Deliverable #3</td>
<td>24%</td>
<td>4 Human Interest Stories and 2 Newsletter are published and shared</td>
</tr>
<tr>
<td>Deliverable #4</td>
<td>14%</td>
<td>4 Media Briefs are shared</td>
</tr>
<tr>
<td>Deliverable #5, #6</td>
<td>28%</td>
<td>4 Human Interest Stories and 2 Newsletter are published and shared</td>
</tr>
</tbody>
</table>

Travel costs related to the completion of consultancy deliverables will be included in the consultancy contract. No additional fees shall be paid outside of the consultancy contract. Payment should be directly linked with satisfactory deliverables at specific time intervals and as certified by the contract supervisor.

9. Administrative Issues

Consultant is expected to use his/her own computer and internet facilities and any other necessary equipment.

This assignment is not office-based; however, UNICEF will accommodate from office if needed and when possible.

10. Contract supervisor

Consultants will report to UNICEF Chief of Communication.

11. Penalties for Underperformance

Payment of fees to the Contractor under this contract, including each instalment or periodic payment (if any), is subject to the Contractor’s full and complete performance of his or her obligations under this contract with regard to such payment to UNICEF’s satisfaction, and UNICEF’s certification to that effect.

Performance indicators: Consultants’ performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Cambodia.

12. Termination of Contract

This contract may be terminated by either party before its specified termination date by giving notice in writing to the other party. The period of notice shall be five (5) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a total period of less than two (2) months and fourteen (14) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a longer period; provided however that in the event of termination on the grounds of impropriety or other misconduct by the Contractor (including but not limited to breach by the Contractor of relevant UNICEF
policies, procedures, and administrative instructions), UNICEF shall be entitled to terminate the contract without notice.

13. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents to: http://www.unicef.org/about/employ/

1. Letter of Interest (cover letter) with indication of applicant’s ability and availability
2. CV or Resume with explaining how your background and experience are relevant to the consultancy work assignment and the qualifications, competencies, knowledge and skills
3. Example/s of applicant’s Performance evaluation reports or references of similar consultancy assignments or other references of similar consultancy assignments (if available)
4. Your fee proposal or price proposal by indicating daily consultancy rate (in US$) and travel cost (42 days within the country) to undertake the terms of reference above. Applications submitted without a daily consultancy rate and travel cost will not be considered.

The deadline for applications is (5 days from posting).

14. Assessment Criteria

A two-stage procedure shall be utilized in evaluating technical assessment being completed prior to any price proposal being compared.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

NOTE:

For evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

a) Technical Qualification: max. 100 points, weight (70 %)
   - Education (20 points)
   - Relevant working experience (30 points)
   - Knowledge and Skills (30 points)
   - Quality of past work (e.g. applicant’s written Standard Operational Procedures or other relevance written work) (20 points)

b) Financial Proposal: max. 100 points weight (30 %)
   - The maximum number of points shall be allotted to the lowest Financial Proposal that is evaluated and compared among those technical qualified candidates who have attained a minimum 60 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.
The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

The maximum number of points shall be allotted to the lowest Financial Proposal that is compared among those technical qualified candidates who have attained a minimum 60 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.