

**LONG-TERM AGREEMENT FOR INDIVIDUAL CONSULTANTS
TERMS OF REFERENCE**

Title: Long Term Agreement (LTA) for Individual Digital Producers

Duty Station: Home-based consultancy contract

Duration of LTA: Maximum of 36 months

Closing Date:

1. BACKGROUND

The Communication and Advocacy Section is seeking external support to meet the increasing digital assets production needs of the UNICEF China office, at a time of reduced staffing. With an increased focus on communicating the work of UNICEF China to domestic and international audiences, there is a need to produce high-quality public-facing digital materials in both Chinese and English.

There is a particular need to produce, edit, revise, or customize high-quality digital products and materials, such as short viral videos, infographics, webpages, H5 and other advocacy materials based on different purposes for use on digital platforms such as the UNICEF website and social media platforms such as Weibo, WeChat and Douyin. Experienced digital materials producers are critical to meet this need. As we have entered our new Country Programme in China (2026-30), UNICEF is seeking to recruit a new pool of regular freelance digital producers.

2. PURPOSE OF ASSIGNMENT

Working under the direct supervision of the Communication Officer (Digital) and in close collaboration with the Communication and Programme sections, produce, edit, revise, or customize high-quality digital products and materials, such as short videos, infographics, webpages, H5 and other advocacy materials based on different purposes for use on digital platforms such as the UNICEF website and social media platforms such as Weibo, WeChat and Douyin

The specific producing tasks will be determined by the Communication Officer (Digital), in response to the needs of the office and as agreed with the consultant based on their availability. Payment will be made monthly according to an agreed day rate and based on the actual days (or half days) worked.

3. MAJOR TASKS

Individual consultants should be able to provide some or all of the following services:

1. Edit and produce high quality short viral videos for digital platforms like Douyin, Kuaishou and bilibili, based on materials provided, making sure these are well branded and customized for different platforms.
2. Adapt UNICEF global videos into Chinese versions for Chinese social media, optimizing for different platforms and audiences.
3. Develop engaging and easy-to-understand infographics, based on data provided by programme sections for use on social media platforms.
4. Develop social adverts, banners and posters, based on advocacy campaign and event materials.

5. Develop webpages and microsites for the UNICEF China website and H5 pages for mobile applications, based on campaign and other materials.
6. Support the final design of publications, reports, fact sheets, advocacy briefs and brochures from programme sections to turn these into well-branded user-friendly visual products for website and social media use.
7. Provide other digital production services, based on the needs of the office and skillset of the digital producer.

4. METHODOLOGY

Consultants will be tasked with assignments as per the needs of the office and availability of the consultant, following discussion with the Communication Officer (Digital).

Deliverables for each task will be identified based on specific needs, use, target audience, platforms, in consultation with the communication section (or with the requesting programme section, with technical support from the communication section).

UNICEF China Office will provide equipment, computer if needed. On some occasions, the consultant may use the office space, based on requirements and availability.

5. DELIVERABLES

Produce or customize high-quality digital products for the following external communications:

1. Short viral videos for digital platforms like Douyin, Kuaishou and bilibili, based on UNICEF China campaigns, programmes and events, as well as UNICEF global materials.
2. Engaging and easy-to-understand infographics for use on social media platforms.
3. Social adverts, banners and posters, based on advocacy campaign and event materials.
4. Webpages and microsites for the UNICEF China website and H5 pages for mobile applications.
5. Final design of publications, reports, fact sheets, advocacy briefs and brochures for website and social media use.
6. Other digital production services, based on the needs of the office and skillset of the digital producer.

6. CHILD SAFEGUARDING

Is this project/assignment considered as “[Elevated Risk Role](#)” from a child safeguarding perspective?

YES NO If YES, check all that apply:

Direct contact role YES NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

Child data role YES NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

7. LOCATION

Home based

8. DURATION

The duration of this LTA is 36 months.

The duration of each specific assignment commissioned under this LTA will be determined depending on the scope of the filming project.

9. TRAVEL

No travel needs. And UNICEF China will not cover any travel costs.

10. REPORTING REQUIREMENTS

Consultants will report directly to the Communication Officer (Digital) or with the service requestor from UNICEF per the work order indicated.

The UNICEF service requestor will be responsible for providing a clear brief of the assignment to the digital content producer, including required deliverables and deadline. The digital content producer must review the brief thoroughly to prepare for the assignment and ensure a clear understanding of expectations and deliverables, and provide a short quote based on the estimated number of days/half days required.

Assignments will be carried out under the direct supervision of the UNICEF service requestor.

11. PAYMENT SCHEME

A set daily rate will be agreed on for the duration of the Long-Term Agreement. The number of days/half days required for each task will be agreed between the supervisor and consultant before the start of each assignment, together with the deadline.

Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the Contractor.

12. CONTRACT SUPERVISOR

Consultants will report directly to the Communication Officer (Digital) or with the service requestor from UNICEF per the work order indicated.

13. NATURE OF 'PENALTY CLAUSE' TO BE STIPULATED IN CONTRACT

Unsatisfactory performance: In case of unsatisfactory performance, the contract will be terminated by a notification letter sent 10 business days prior to the termination.

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

14. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ LANGUAGE SKILLS REQUIRED

Candidates undertaking the assignment must meet following requirements:

- Education: Completion of secondary education (i.e., high school diploma) is a minimum requirement. Diplomas in a relevant field such as photography, filmmaking, communications, journalism will be considered an added value.
- At least 8 years of relevant prior work experience in communications, public relations, media, video production, or other relevant fields.
- At least five years of work experience in designing and producing high-quality digital products and materials, such as short videos, infographics, webpages, H5 and other advocacy materials.
- Proficiency in digital production tools such as Adobe Creative Cloud applications (Premiere Pro, After Effects, Photoshop, and Acrobat) or Final Cut Pro for video editing, motion graphics, and digital content production.
- Fluency in Chinese and English.
- Demonstrated experience in communicating complex development issues to multiple audiences on digital platforms, and the ability to timely execute the requests in a concise and engaging manner.
- Strong drive for results, taking pride in delivering as per expectation in terms of quality and timeliness.
- Experience working with UNICEF or other UN organizations is desirable.
- Knowledge and understanding of China and its development context is desirable.
- Initiative, passion and commitment to UNICEF's mission and professional values.

15. HOW TO APPLY

Applicants should provide a CV, 3 relevant samples of work and a financial proposal of daily rate (including half days). Previous experience with UNICEF or another UN agency, especially in China, would be an advantage.

Please note the daily rate proposed will be a fixed rate applied throughout the validity of the LTA (3 years).