



CONSULTANCY - TERMS OF REFERENCE

Giga International Photo Contest Coordinator

UNICEF Office of Innovation - Giga, Geneva, Switzerland

Duration: 12 months (Deliverable-Based)

Duty Station: Geneva, Switzerland

Advertising summary

Are you passionate about photography and creative expression? Do you have a knack for project management and driving engagement? We're seeking a dynamic individual to join our team as the International Photo Contest Coordinator, managing a project that will have 135 countries participating.

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](#)

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

For every child...innovate

UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships and technologies that support realizing children's rights are critical to improving their lives.

The **Office of Innovation** is a creative, interactive, and agile team in UNICEF. We sit at a unique intersection, where an organization that works on huge global issues meets the start-up thinking, the technology, and the partners that turn this energy into scalable solutions.

About Giga

Launched in 2019 as a joint initiative between UNICEF and ITU, **Giga** has set the ambitious goal to connect every school in the world to the internet. Half of the world's population has no regular access to the Internet. Millions of children leave school without any digital skills, making it much more difficult for them to thrive and contribute to local and global economies. This has created a digital divide between those who are connected and those who are not, a divide that has become even wider during the Covid-19 pandemic. UNICEF and ITU have therefore joined forces to create **Giga**, an initiative to connect every school in the world to the Internet and address this new form of inequality.

Giga focuses on connecting schools so that children and young people have access to information, opportunity, and choice. It also uses schools as anchor points for their surrounding communities: if you connect the school, you can also connect local businesses and services. This creates opportunities for service providers to generate revenue from paying users, making connectivity more sustainable. A 2021 report by the Economist Intelligence Unit found that a 10% increase in school connectivity can increase effective years of schooling by 0.6% and increase GDP per capita by 1.1%.

You can read more about Giga's work at <https://giga.global/> and by following us on twitter @Gigaglobal

How can you make a difference?

Are you passionate about photography and creative expression? Do you have a knack for project management and driving engagement? We're seeking a dynamic individual to join our team as the International Photo Contest Coordinator, managing a project that will have 135 countries participating.

The Geneva Photo Contest is an international photo contest designed to celebrate the diversity and beauty of our world through the art of photography. Spanning over 12 months, the contest will invite photographers from around the globe to submit their most compelling images, capturing moments, cultures, and human experiences. With quarterly wins leading up to the grand finale, the Geneva Photo Contest aims to showcase the power of visual storytelling and foster a deeper appreciation for the world we inhabit.

The Photo contest will also serve as a way for Giga to bring the impact of school connectivity to life as we explore digital photography, which has an established segment within the digital economy.

Overall theme: ***Creating Connections, Bridging Gaps: Capturing School Connectivity for All***

Key outputs

1. Development of photo contest.
2. Management and implementation of Photo contest.
3. Management of partners and media relations to drive contest awareness in Geneva and the source country.
4. Implementation of final awards ceremony.



Your main responsibilities will be:

1. Development of implementation plan and partnership management.
2. Partner with country offices to drive competition awareness.
3. Manage the Web development agency to develop and deliver the website and competition entry flow on time and on budget.
4. Tracking of the contest and submission.
5. Coordination of judges and partners to carry out necessary tasks.
6. Management of media relations to drive awareness of competition.
7. Event management throughout the competition.

Description of assignment

#	Tasks	Deliverables/Outputs	Delivery deadline
1	Competition Communication Plan and competition flow	Develop and submit a competitive social media strategy to drive awareness and competition uptake by leveraging Country offices.	Month 1
		Development and submission of competition plan.	
2	Country office Implementation Plan	Develop and submit Country office engagement and coordination plan, including process and key deliverables.	Month 2
3	Technical requirements	Development and submission of website plan and management of the delivery of competition Website with below specs, but not limited to: <ul style="list-style-type: none"> • User-friendly website, off-shelf CMS • Ability for users to register and submit photos and 30-second videos explaining their artwork. 	Month 3
4	Competition process framework	Development and submission of competition process framework. Submit the competition process framework document that ensures transparency and fairness throughout the competition.	Month 4

5	Implementation plan	<p>Development and submission of budget documents including controls, which will include:</p> <ul style="list-style-type: none"> • Submit monthly report on progress to stakeholders and address any issues or concerns. 	Month 5
6	Management of partnerships	<ul style="list-style-type: none"> • Utilization of submitted partnership management plan to develop and deliver timeline of activities. • Submit calendar of partner activities 	Month 6
7	Management of country reps	<ul style="list-style-type: none"> • Integrated communication plan of photo contest in Giga country • Planned partnership with Country rep 	Month 7
8	Country Office Coordination	<ul style="list-style-type: none"> • Development and submission of final Country office list of invited guests. • Planning of necessary travel logistics, invitations. 	Month 8
9	Final event planning	<ul style="list-style-type: none"> • Development and submission of final event plan 	Month 9
10	Media relations	<ul style="list-style-type: none"> • Submission of media pitch for journalist. • Submission of media relations plan 	Month 10
11	Management of final Awards	<ul style="list-style-type: none"> • Event development and management • Media relations • Logistics and travel arrangements were necessary 	Month 11
12	Report	<ul style="list-style-type: none"> • Development of final report reviewing competition • Identify success and opportunities to improve. • Submission of report and discussion with Giga team 	Month 12

To qualify as an advocate for every child you will have...

- A Master's degree in Arts, Humanities, or a related field is essential for this role. *An undergraduate degree in a relevant discipline combined with an additional 2 years of professional experience in project management may substitute for a Master's degree.
- A proven track record of at least 5-7 years in project management within the arts sector, showcasing the ability to lead and bring creative projects to fruition.
- Demonstrated experience in the conceptualization and execution of creative ideas, underpinned by a strong understanding of visual storytelling and the creative process.



- Exceptional communication skills, both written and verbal, are critical. The candidate must demonstrate the ability to engage effectively with cross-functional teams and external partners, fostering collaboration and ensuring cohesive project execution.
- A deep-rooted passion for photography and visual arts, accompanied by a comprehensive understanding of photographic techniques and the historical and contemporary significance of the medium.
- Experience in the coordination and management of events and global competitions, demonstrating an ability to navigate complex logistical challenges and facilitate international collaborations.
- Technical proficiency with content management systems (CMS) and digital platforms is required for efficient management of submissions, judging processes, and communication with participants and stakeholders.
- Cultural sensitivity and an appreciation for diversity are essential, as the role involves engaging with a wide range of cultural perspectives and promoting inclusivity through global competitions.
- A commitment to the arts and artistic expression must be a core value of the candidate, underlining a dedication to advancing the arts and supporting artists in their creative endeavors.
- Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) is an asset.

Travel:

- The consultant is expected to travel to 3 programme countries, for a stay of 4 nights.
- The consultant is responsible for arranging his/her own travel, including visa and travel insurance.

Payment details and further considerations

- Payment of professional fees will be based on the 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 consultant.
- Consultant is responsible for his/her own health and travel insurance
- Consultant is responsible to arrange his/her own travel, including visa

How to apply:

- Interested applicants are required to submit a financial proposal with an all-inclusive fee. Please see the financial proposal template.
- Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance
- **Applications without a financial proposal will not be considered.**

For every Child, you demonstrate...

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability ([CRITAS](#)).

To view our competency framework, please visit [here](#).

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

Remarks:

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

Individuals engaged under a consultancy or individual contract will not be considered "staff members" under the Staff Regulations and Rules of the United Nations and UNICEF's policies and procedures, and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.