



CONSULTANCY - TERMS OF REFERENCE

Media Writing & Editorial Specialist

Division: UNICEF Office of Innovation, Switzerland

Duration: **12 months**

Duty Station: Geneva

Advertising summary

Giga seeks a Writing and Editorial Specialist to join one of the most innovative and impactful initiatives at the United Nations whose aim it is to connect every school in the world to the Internet and every young person to information, opportunity and choice. The Writing & Editorial Specialist will play a crucial role in shaping and refining Giga's high-level communications, ensuring precision, coherence, and resonance in conveying organizational narratives and objectives to diverse stakeholders. This role specializes in high-end writing tasks including editorials, speech writing, external communications, partner writing, and preparing senior management for key speaking roles, maintaining superior standards of clarity and persuasiveness.

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?

Giga seeks a Writing and Editorial Specialist to join one of the most innovative and impactful initiatives at the United Nations, whose aim is to connect every school in the world to the Internet and every young person to information, opportunity, and choice. The Writing & Editorial Specialist will play a crucial role in shaping and refining Giga's high-level communications, ensuring precision, coherence, and resonance in conveying organizational narratives and objectives to diverse stakeholders.

The Writing & Editorial Specialist is central to articulating and honing Giga's broad-spectrum communications, ensuring accuracy, coherence, and impact in transmitting organizational stories and goals to a diverse audience. This role focuses on premier writing assignments including editorials, speech writing, external communications, partner writing, and readying senior management for key speaking engagements, upholding the highest standards of clarity and persuasiveness.

This role specializes in high-end writing tasks including editorials, speech writing, external communications, partner writing, and preparing senior management for key speaking roles, maintaining superior standards of clarity and persuasiveness. This role reports directly to the Communications Lead and works closely with Senior Management, the Content Producer, and other stakeholders within Giga to ensure seamless integration of high-level communications into broader organizational narratives and initiatives.

1. Key outputs

1. High-Level Writing & Editorial Support
2. Senior Management Preparation
3. Strategic Communication Development
4. Monitoring & Refinement

Your main responsibilities will be:

1. High-Level Writing & Editorial Support:

- Offer precise writing and editorial support for high-level communications encompassing speeches, external material, talking points, and partner communications.
- Craft and enhance superior content that mirrors and promotes Giga's mission, vision, and strategic objectives.

2. Senior Management Preparation:

- Ready senior management for key speaking roles, ensuring clarity, coherence, and impact in verbal communications.
- Create succinct, compelling talking points and briefing notes to assist senior management in external engagements.

3. Strategic Communication Development:

- Partner with senior leaders to fashion strategic communication materials that resonate with high-level stakeholders, partners, and external audiences.
- Guide the ideation and realization of editorial content, ensuring alignment with Giga's overarching narratives and objectives.

4. Monitoring & Refinement:

- Track pertinent trends and developments, providing insightful updates and briefings to augment organizational communications.
- Continually evaluate and refine communication materials based on feedback and evolving organizational needs and priorities.

5. End-of-Contract Report

Description of assignment

#	Tasks	Deliverables/Outputs	Delivery deadline	% of payment/ Estimated combined working days
1	High-Level Writing & Editorial Support	Strategic writing and editorial Plan detailing high-level communication initiatives and timelines.	Month 1	10%
2	Senior Management Preparation Strategic Communication Development Monitoring & Refinement	<p>High-quality speeches, talking points, and briefing notes.</p> <p>Detailed reports on high-level communication activities and impact.</p> <p>Support and preparation for senior management in key speaking roles.</p> <p>Revision of strategic communication materials based on feedback and priorities.</p> <p>Coordination of media events including technical briefings and news conferences.</p> <p>Collaboration with UNICEF’s media relations team in addressing media enquiries and fostering positive relations with reporters.</p> <p>Creation of content for social media, monitoring social media best practices, and advising the leadership team on social media strategy to support Giga’s mission.</p> <p>Coordination with UNICEF media relations team to pitch op-eds and coverage of key Giga initiatives to targeted local and international media.</p>	Months 2-11	85%
3	End-of-Contract Report	End-of-Contract Report summarizing the outcomes, recommendations, and lessons learned from high-level communication initiatives	Month 12	5%

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

- An advanced degree, or equivalent in Communication, Journalism, Public Relations, or a related field.
- *A first University Degree in a relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree.
- Minimum of 7 years of professional experience in high-level writing and editorial roles, preferably within technology or science communications.
- Exemplary verbal, writing, and editing skills; capability to articulate complex concepts compellingly and coherently.
- Established experience in devising strategic communications for senior management in public or private sectors.
- Proficiency in developing speaking notes and advising senior management ahead of media interviews and speaking engagements.
- Prior experience in media relations, including addressing press enquiries and coordinating news conferences and technical briefings.
- Familiarity with managing multiple social media channels and a solid understanding of trends.
- Experience within the UN system, and comprehension of Member State-Secretariat relations is viewed favorably.
- Fluency in English; competence in French is an asset.
- Experience in regions where Giga is active (Sub-Saharan Africa, Central Asia, Latin America & Caribbean) is considered an asset.

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 for arranging 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.