

## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

<b>Title of consultancy:</b>  Individual consultancy for writing and editing in English (International assignment)	<b>Funding Code</b> 4360/A0/06/880/004/001-Communications Technical Support; NON-GRANT	<b>Type of engagement</b> <input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time <input type="checkbox"/> Individual Contractor Full-Time	<b>Duty Station:</b>  Ashgabat, Turkmenistan
<b>Consultant sourcing:</b>  <input type="checkbox"/> National <input checked="" type="checkbox"/> International <input type="checkbox"/> Both  <b>Consultant selection method:</b>  <input type="checkbox"/> Competitive Selection (Roster) <input checked="" type="checkbox"/> Competitive Selection (Advertisement/Desk Review/Interview)		<b>Request for:</b>  <input checked="" type="checkbox"/> New SSA – Individual Contract  <input type="checkbox"/> Extension/ Amendment	
<b>If Extension, Justification for extension</b>  			
<b>Supervisor:</b> <i>Mahriban Seytliyeva, Communications Officer</i>	<b>Start Date:</b>  <i>15 September 2021</i>	<b>End Date:</b>  <i>14 September 2022</i>	<b>Number of Days (working)</b>  <b>365 days</b>
<b>Background</b> <p>UNICEF in Turkmenistan produces various communication materials in English for advocacy such as advocacy materials, human interest stories, briefing kits, speeches, publications and reports etc. These materials are important for advocacy with decision makers and providing information regarding UNICEF's activities and achievements in Turkmenistan.</p> <p>UNICEF also produces documents and drafts that need rewriting or/and editing in English as per international publishing standards. Communication staff regularly produce human interest stories, speeches, press releases and other news stories which are disseminated on different international platforms. Hence, the quality of these stories and materials must be of internationally acceptable quality, in terms of content and language.</p> <p>Therefore, Communication Section requires the services of an international writer/editor in English with a flexible, assignment-based hiring arrangement who will work in a participatory way with Communications staff, contributing to their capacity development and ensuring the delivery of high-quality written materials in English, which can be later used for various communication products.</p> <b>Objectives</b> <p>The objective of this Terms of Reference is to support the production of quality communication, visibility and advocacy products, including editing and finalizing said products, which in turn will enhance the effectiveness of the implementation of the Country Programme Document for 2021-2025.</p>			

**Scope of Work:**

As this consultancy is off-site, the consultant is expected to be briefed by UNICEF communication and programme officers. After understanding the advocacy priorities of UNICEF's work in Turkmenistan, the consultant is expected to ensure that all written products have clear advocacy messages. The consultant is expected to:

- Support the writing/editing and finalization of content for communication material, speeches, web stories, human interest stories:  
based on Skype calls, interviews; briefings with programme staff as well as secondary source materials provided by UNICEF  
in the form of information packages that may include news brief/human interest/analytical story, photo captions, web links etc.  
articles and stories will range in size up to 800 words.
- Support the writing/editing and finalization of content for the UNICEF Turkmenistan website and based on information provided by UNICEF, support the production of:  
Overviews of children's situation on different issues  
Briefs on UNICEF's activities for different issues  
Different updates on issues, actions and results  
News items, as per briefings on current events  
Advocacy speeches/ messages, as per specifications provided for each assignment
- Support the writing/editing and finalization of feature articles on UNICEF activities and programmes/projects for documentation purposes or advocacy purposes
- Support the writing/editing and finalization of issue-based messages/scripts for campaigns/videos on UNICEF activities/documentation of good practice and lessons learnt
- Support the writing/editing and finalization of materials for briefing kits and advocacy materials
- Articles/stories/reports should meet UNICEF quality standards and guidelines concerning length, style, and format. Assignments will be developed by the Communication Section with inputs from the programme sections.

**Reporting requirements**

The writer and editor will work under the direct supervision of Communication Officer and in close collaboration with programme sections.

**Payment schedule**

The payment instalments will be delivery based after the certification of delivery of each specified deliverables/outputs.

**Work Assignment Overview**

Tasks/Milestone:	Deliverables/Outputs:	Timeline:	Estimate Budget:
Advocacy	Advocacy briefs, documents and reports either written as per discussions with UNICEF staff members or edited	September 2021- September 2022	

	as per the draft shared by UNICEF staff members.		
Talking points/ media messages	Talking points for the Representative, edited media messages and press releases as per the timeline discussed with the Communication section. This will be based on drafts shared by Communication Section	September 2021- September 2022	
Programme messages	Messages for social media, television shows and radio programmes as per programme messages shared by communication section.	September 2021- September 2022	
Documentation	Documentation of good practice, as well as drafting success and human interest stories in consultation with programme specialists	September 2021- September 2022	
Contribute to editing RCCE products for C4D	Editing publications, scripts for videos and radio in Turkmen for the wide range of populations including children, adolescents and parents	September 2021- September 2022	
Editing Health and Nutrition documents	Editing texts for health-related publications and documentation	September 2021- September 2022	
Editing Child Rights Monitoring documents	Editing child rights related texts for publications and documentation	September 2021- September 2022	
Education, Disaster Risk Reduction and Climate Change Adaptation documents	Editing various publication products including the Teacher Training Manuals on 5 environment related subjects and DRR training materials and hand-outs prepared for publication; Editing strategies, concept notes, reports related to Education Section.	September 2021- September 2022	
Editing Social Protection/Child Protection documents	Editing proposals, concept notes and potential publications/information material on child protection and social protection	September 2021- September 2022	
Editing Annual Workplans, Results Framework, Country Programme	Editing and reviewing the Turkmen versions for	September 2021-	

Document, Editing glossary of the UNICEF terminology, Editing Concepts, Proposals, Letters to the Government	consistency of UNICEF terminology, consulting with national partners on phrasing and terminology	September 2022	
<b>Work arrangements</b> The consultancy is international and online, and the contractor will have to use their own internet access to facilitate the necessary briefing and email correspondence. The Communication Officer is responsible for defining the results to be achieved through the consultancy. The Contractor will develop an assignment plan for each task assigned, in consultation with the Communication Officer. The Contractor will work with the Communication Officer to ensure the timeliness and quality of deliverables  All content will be considered delivered, only after clearance with Communication Officer, Communication for Development Officer of UNICEF Turkmenistan.			
<b>Minimum Qualifications required:</b>  <input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other  Enter Disciplines		<b>Knowledge/Expertise/Skills required:</b>  - Master' s degree in public health communication or development communication, journalism, or other related fields - At least 5 years' experience of writing articles, features, human interest stories, blogs, or reports on social issues for public audiences in English preferably in a development environment. Experience as an English language writer, journalist, editor is essential - Published written work on issues of children's health, education or protection - Professional fluency in written and spoken English - Native English speakers are encouraged to apply.	
<b>Technical Proposal</b>		The technical proposal should include - A cover letter, including o Assessment of suitability vis-à-vis the requirements of this ToR; o A summary of experience in similar assignments; o Links to/attachments of examples of similar work; - CV of the candidate -	
<b>Financial Proposal</b>		Candidates are expected to submit financial proposal in USD to reflect price per words/symbols edited/written to complete the entire assignment based on the terms of reference. The fee should be valid throughout the period of the contract 15 September 2021 – 14 September 2022 A successful candidate will receive the fee under this TOR to his/her individual USD account	
<b>Criteria for the evaluation of proposals</b>		Each proposal will be assessed first on its technical merits and subsequently on its price. In making the final decision, UNICEF considers technical aspects to ensure best value for money. The Evaluation Team first reviews the technical aspects of the offer based on the following: -Technical Competencies-10 -Education-10 -Experience-20 -Language Requirements-20 Total: 60	

	<p>The minimum passing score for the technical evaluation is 40. The proposals with passing scores will be invited to the online written test consisting of editing samples two samples each worth 20 points, 40 in total.</p> <p>The proposal obtaining the highest score, combined from technical evaluation and written test, will be recommended for award of the contract.</p>
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#### General Terms and Conditions

UNICEF's general terms and conditions will apply to the contract awarded to the vendor. Please note that, in the evaluation of the technical merits of each proposal, UNICEF will take into consideration any proposed amendments to the UNICEF General Terms and Conditions. Proposed amendments to the UNICEF general terms and conditions may negatively affect the evaluation of the technical merits of the proposal.

UNICEF retains the right to patent and intellectual rights, as well as copyright and other similar intellectual property rights for any discoveries, inventions, products or works arising specifically from the implementation of the project in cooperation with UNICEF. The right to reproduce or use materials shall be transferred with a written approval of UNICEF based on the consideration of each separate case. Consultant should always refer to UNICEF Turkmenistan support in developing the materials when publishing the results of the research conducted while in Turkmenistan in academic journals, books and websites.

In the event of unsatisfactory performance, UNICEF reserves the right to terminate the Agreement. In case of partially satisfactory performance, such as serious delays causing the negative impact on meeting the programme objectives, low quality or insufficient depth and/or scope of the assignment completion, UNICEF is entitled to decrease the payment by the range from 30% to 50% of the contract value as decided jointly by the Contract Supervisor and Operations Manager.

**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.**