

LONG-TERM AGREEMENT FOR INDIVIDUAL CONSULTANTS TERMS OF REFERENCE

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

Duty Station: Home-based consultancy contract
Duration of LTA: Maximum of 36 months
Closing Date: 28 Feb 2025

1. BACKGROUND

UNICEF creates compelling public-facing content and through multiple platforms and in multiple languages draws attention to the many facets of UNICEF's work, encouraging public support, participation and action, as well as ensuring greater transparency and accountability. Our multimedia content, both photography and video, is tailored and conceived of for placement on social media channels, publication, websites as well as for use by international broadcasters and digital & traditional media outlets.

UNICEF uses multimedia to communicate strategically on organizational priorities, including protracted and sudden emergencies. The goal is to reach and influence specific audiences, keeping child rights and equity at the forefront of the development agenda, government policy, and public advocacy, awareness and mobilization.

Multimedia materials are conceived:

- With a target audience and distribution platform in mind prior to production
- To amplify the voices and experiences of children and show the impact of UNICEF's work - both on the lives of children and the long-term stability and prosperity of their societies.
- To show the real lives of the children behind the facts and figures: their courage and dignity, and their hopes and dreams for a better life.

There is a strong and clear mandate for strengthening UNICEF's digital presence that creates a need for professional photo and video assets, including stories of children told through engaging photography and video.

UNICEF China wishes to set up a Long Term Arrangement (LTA) for the procurement of services of individual consultants who can help support the creation and crafting of compelling digital content, which engages audiences in a dynamic, interactive and meaningful way and sparks conversations around issues related to UNICEF's mandate, as required from time to time during the term of this contract.

2. PURPOSE OF ASSIGNMENT

To produce digital multimedia visual content for UNICEF programme advocacy activities including public advocacy campaigns, celebrity activities, donor communication, behavior change initiatives, brand building and media events. Video and audio clips and stories and still photographs will be provided to UNICEF as a result of this work. All materials produced are UNICEF property.

3. MAJOR TASKS

- Travel to project sites and produce audio/visual stories for documentation including identifying characters, conducting interviews, seeking proper consent from interviewees and establishing storylines.
- Shoot high end broadcast quality video footage and images in digital format.
- Produce video shoots by identifying technical requirements and setting up interviews.
- Edit high end video content into short spots, news packages and documentary style content.
- Produce English, Chinese and International (split audio tracks) versions.
- Edit b-roll footage and produce shot lists.
- Shoot, edit and caption still images¹.
- Produce photo essays and multimedia pieces that can be used on the website and also through social media channels.
- Document UNICEF events and activities by shooting high end images.

4. METHODOLOGY

Consultants will be tasked with assignments as per project needs.

Deliverables for each project 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).

They will use their own equipment, computer, office space, telecommunication facilities. Extra equipment can be rented if needed.

The multimedia producers will not put their own name or logo/emblem on the content / final product. The only organization branding will be UNICEF, if required.

5. DELIVERABLES

¹ ***Technical specifications required for images:*** Images should be of the highest quality. All photos should come with photo caption information that provides basic details as well as the name of the photographer along with location and date. This information should ideally be embedded in the electronic image so the caption information can read wherever the image is shared.

The outcome of the assignment can include, but are not be limited to:

- Child-centred content packages/stories (each containing for example 15 to 20 high resolution photos, video b-roll and short 1-2 min edited social media videos focused on a child benefiting from or in need of UNICEF programmes).
- Video interviews with UNICEF experts and b-roll footage featuring UNICEF programme work for media pitching.
- Documentary photography and video (e.g. images documenting a specific event such as a natural disaster, or of UNICEF interventions/programmes).
- First person video and photo profiles & photo essays (Visual storytelling focused on an individual subject, telling the story through the life and experiences of a main character or characters. A set of images featuring children in need/benefiting from UNICEF programmes, or compelling video profiles of individual children. Includes captions and first-person quotes furthering the storytelling).
- Conceptual photo essays or video production highlighting advocacy objectives - in particular when documentary materials are not available or possible to obtain.
- Videos produced for social media platforms (visually led. high-quality, compelling, and ideally focused on an individual(s). Character-driven. Focus on a 'hero' character who is facing a challenge. Concise. No jargon or acronyms. Emotional. Focuses on call to action).
- Video editing for social media channels, with professional graphics as required.
- Photo post-production, broad editing and captioning.
- Development of a digital photo essay and galleries.

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:

The multimedia producer is expected to have direct interpersonal contact with children around 6 hours per month for photo/video shoot, and the contact will be supervised by at least one UNICEF staffer and a local partner.

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):

The multimedia producer is expected to work with children 6 hours per month for the collection of visual materials, and the shooting will be supervised by at least one UNICEF staffer and a local partner.

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

7. LOCATION

The consultant is expected to be based in China, unless she/he only provides video editing service. UNICEF China will not cover international travel costs for the consultant to travel to China to conduct assignments with the country office. If the assignments are in a third country, UNICEF China will cover international travel costs.

8. DURATION

The maximum 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

Travel will be pre-approved by UNICEF team. The consultant will be responsible for administering her/his own travel. The consultant will be responsible for all travel costs - flights, daily subsistence allowance etc. Travel expenses will be reimbursed separately upon presentation of receipts based on actual cost or as per UN rates whichever is lower.

Travel expenses shall be calculated based on economy class travel, regardless of

the length of travel. Costs for accommodation, meals and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, as promulgated by the International Civil Service Commission (ICSC).

10. REPORTING REQUIREMENTS

Consultants will report directly to the service requestor from UNICEF.

The UNICEF service requestor will be responsible for providing a clear brief of the assignment to the multimedia producer, including required deliverables. The multimedia producer must review the brief thoroughly to prepare for the assignment and ensure a clear understanding of expectations and deliverables.

Assignments will be carried out either under the direct supervision of UNICEF or indirect supervision when a consultant will, for example, cover a project delivery in the field and will not be accompanied by a service requestor. If working with indirect supervision, consultants are expected to remain in daily contact with a service requester.

Files must be submitted through a hard drive or online storage space. Consultants may be required to liaise with other parties, e.g. partner organizations, to conduct the assignment.

11. PAYMENT SCHEME

A set daily rate will be agreed on for the duration of the Long-Term Agreement.

The number of days required for the assignment will be determined before the start of each assignment and will include shoot and edit days.

Assignments such as coverage of special events lasting less than four hours will be considered as half-day assignments.

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

Communication Officer

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 (Please use as applicable)

Individuals undertaking the assignment must meet following requirements:

- Bachelor's degree and above is mandatory. Diplomas in a relevant field such as photography, filmmaking, communications, journalism, marketing, advertisement, etc. will be considered an added value.
- At least 3 years experiences in photojournalism, video journalism or similar area.
- Familiarity with child rights sensitive photography/videography and reporting guidelines.
- Ability to prepare scripts for video and multimedia pieces and caption information.
- Ability to produce photo essays and multi-media pieces that can be used on the website and also through social media channels.
- Ability to shoot high end broadcast quality video footage in digital format.
- Ability to produce video shoots by identifying technical requirements, setting up interviews and producing a shot list.
- Ability to edit high end video content into news packages and documentary style content
- Ability to do English, Chinese and International (split audio track) versions.
- Ability to edit b-roll footage.
- Ability to produce, shoot, script, edit and package video and visual image content based on guidance and direction from UNICEF.
- Ability to shoot both still images and videos will be an advantage.
- Based in China, unless the consultant only provides video editing service.

Individuals must have their own equipment, including:

- Equipment necessary to shoot full 1080P HD video, professional quality digital photos and professional digital field sound recording
- Cameras, microphones, memory media, computer, telecommunication facilities.

Languages:

Fluency in English or Chinese is required. Bilingual (Chinese and English) is highly desirable and will be considered an asset.

15. HOW TO APPLY

Interested candidates may submit the documentation required as follows:

- Cover letter
- CV
- Portfolios containing previous works, especially in relation to children and families in the development context.
- A financial proposal - daily rate in Chinese yuan or US dollars (for foreign nationals only).

Please note the daily rate proposed will be a fixed rate applied throughout the validity – three years if applicable - of the LTA.

Note:

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.