United Nations Children's Fund
Bâtiment BIT Route des Morillons 4 | CH-1211 Geneva 22
Telephone: +41 22 909 5111 | www.unicef.org

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for every child

CONSULTANCY - TERMS OF REFERENCE

Giga Technical Writer

UNICEF Office of Innovation - Giga
Duration: 12 months (Deliverable-Based)
Duty Station: Barcelona, Spain

Advertising summary

As our Technical Writer, you will help us craft compelling narratives – marrying innovation and storytelling – to share with our audience progress, lessons learned and of Giga's tech products, as we work to bridge the school connectivity gap. In this role, you'll take the lead on Giga's tech blog and create captivating audio-visual and written content that delves into why and how we champion mapping, open source, and blockchain, amongst other topics. You will also have the chance to shape how Giga communicates about its technology products in the Giga website and other communication channels, building a strong technology brand for Giga.

The Technical Writer will provide cross-cutting support to the Technology team, creating clear, concise technical and non-technical documentation, as well as helping refine our product pitches to end-users and the broader tech community to make them attractive, accessible and understandable.

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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?

We are looking for a Technical Writer, with emphasis on technical writing, to support the communications and marketing work needed to promote, position and publicize Giga's technology work.

As our Technical Writer, you will:

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1. Create engaging written and audio-visual materials that effectively communicate the value of Giga's technology for different outlets (including website, social media, presentation decks, podcasts, knowledge products, etc).
2. Take the lead in collecting and crafting narratives, pitches and supporting materials for our products, targeting both end-users and the tech community.
3. Produce high-quality technical documentation that clearly explains Giga's products and technologies to technical and non-technical audience.
4. Develop and maintain Giga's tech blog, ensuring it reflects Giga's latest priorities, innovations and successes.
5. Contribute to shaping how Giga communicates about its technology work and how it positions itself as a technology brand.
6. Liaise with the Events Coordinator, CTO, Communications Lead, Design Lead and others to ensure alignment with Giga's communications and marketing strategy.
7. Contributing raw and processed content to Giga's Communications Hub and Content Library

Description of assignment

#	Tasks	Deliverables/Outputs	Delivery deadline
1	Understand Giga's technology ecosystem and existing communications outlets	Landscape assessment of existing communication channels	Month 1
		Product deep dives	
		Tech communications workshop	
2	Develop tech content strategy.	Comprehensive content strategy for tech blog	Month 2
		Comprehensive content strategy for communication outlets (social media, website)	Month 3
3	Narrative and pitch development	Regular stories, blogs and social media posts	Month 4
		Developed and approved core Giga tech talking points.	
		Pitch and product one pager templates.	
		Core narratives and materials developed for 2-3 products	
4	Technical documentation	Regular stories, blogs and social media posts	Month 5

		Core narratives and materials developed for 2-3 products.	
		Updated and accessible technical documentation for 2-3 products	Month 6
5	Website content	Regular stories, blogs and social media posts	Month 7
		Updated and accessible technical documentation for 2-3 products	
		Updated content for 2-3 products on the website	
6	Audio-visual and written material product	Regular stories, blogs and social media posts	Month 8
		Updated content for 2-3 products on the website	
		2-3 pieces of audio-visual and written content	Month 9
7	Content creation	Regular stories, blogs and social media posts	Month 10
		2-3 pieces of audio-visual and written content	Month 11
8	Handover	Final report and handover	Month 12
		Revised content strategy	
		Report assessing success of content strategy, including lessons learned and recommendations	

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

- A master's degree in communications, Journalism, Social Sciences, management, or related degree is required. A first University Degree coupled with 2 years of relevant experience could be considered in lieu of an advanced degree.
- At least five (5) years of relevant working experience in technical writing, technical communications, product marketing and/or a similar field.
- Excellent written communication skills and experience as a technical writer with a particular focus on ICT and innovation work.
- An eye for capturing visual stories through photography and videography.
- Superb attention to detail with the ability to recommend and/or implement process improvements.
- Proven experience writing documents for a wide range of audiences.
- Ability to visually communicate ideas through visuals, with proven experience in the design and layout of publications and materials.
- Proficiency with Adobe Creative Suite Programs: Photoshop, InDesign, Premiere Pro.
- Capacity to develop concise, accurate, and effective output documents as required.
- Outstanding communication, teamwork, and interpersonal skills; team-first mentality

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- Experience of working with the UN, and with experience of or strong exposure to Country Offices is considered an asset.
- Knowledge of social media channels (especially X, formerly Twitter) is required.
- Proven capacity to work with collaborative teams across different locations and with different technical skills.
- Fluency in English is required. Proficiency in an additional official UN language (Arabic, Chinese, French, Russian or Spanish) is an asset.

Travel:
- The consultant is expected to travel to Geneva one time (1 trip), for a stay of 4-5 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.