

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

Title	Funding Code	Type of engagement	Duty Station:
National Multimedia (photographer and / or videographer) consultant	WBS 1620/A0/06/880/024/001 WBS 1620/A0/06/880/024/004 WBS 1620/A0/06/880/0241/005 Non grant	<input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time* <input type="checkbox"/> Individual Contractor Full-Time* *maximum end date 30 June 2023	Ghana Country office

Purpose of Activity/Assignment:

Opportunity for multimedia professionals (photographers; videographers; photographers and videographers) to produce high-quality, detail-captioned and credited audio-visual material for the purposes of UNICEF's advocacy, programmatic and brand output.

Scope of Work:

The impact of compelling photography and storytelling through video cannot be understated. High-quality audio-visual materials play a significant role in the advocacy, income-generating, and brand-positioning of UNICEF. UNICEF Ghana Country Office is recognized globally to have a strong database of photographs and videos which are used in publications, annual reports, and donor reports, and on social media platforms around the world. Also, the videos have featured in global documentaries and received high reviews on social media.

UNICEF Ghana is currently seeking to expand its database of high-performing photographers and videographers in Ghana to undertake specific tasks to deliver impactful results for children. A consultant can either have both photography and videography skills or one of them.

Photography and videography are specialized fields, which are essential for the effective furtherance of UNICEF's work in Ghana. The request for a photographer and/or videographer to document the activities of the busy UNICEF Ghana Country Office is one of the most popular requests received by the Communication Unit. It is necessary to have a large bank of highly professional photographers and videographers on the database to deploy them quickly, and to ensure that requests can be met for all areas of UNICEF's work. A range of consultants also enable the office to select the individual(s) best suited for the assignment as different levels of expertise are often required.

The objective of the consultancy is to provide photographic and video evidence of UNICEF events, field, and other related activities across the 16 regions of Ghana. The consultant will be required to document the impact of UNICEF Ghana's programmatic work in the areas of water, sanitation and hygiene, health and nutrition, education, child protection, social protection, public finance, gender, adolescent, and youth participation. It includes high-level events and documentation during emergency situations. Consultant would work according to brief outlined by specific Programme / Communication Officer or Specialist. Tasks and activities may require accuracy, patience, ability to travel and work alongside others in difficult terrain and unpredictable circumstances.

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](#)

Budget Year: 2023 - 2026	Requesting Section/Issuing Office: Front Office	Reasons why consultancy cannot be done by staff: <i>Photography and videography are specialized fields, which are essential for the effective furtherance of UNICEF's work in Ghana. Due to the nature of the work, one needs to be equipped the tools and skills to effectively deliver on case-by-case basis.</i>
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify:		
Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both Competitive Selection: <input checked="" type="checkbox"/> Advertisement <input type="checkbox"/> <input type="checkbox"/> Roster Single Source Selection <input type="checkbox"/> (Emergency - Director's approval)		Request for: <input checked="" type="checkbox"/> New SSA – Individual Contract <input type="checkbox"/> Extension/ Amendment
If Extension, Justification for extension:		

Supervisor: <i>The Contractors will be reporting to the Chief, Advocacy and Communication, but will be directly supervised by the focal person in the Communication unit.</i>	Start Date: <i>June 1, 2023</i>	End Date: <i>May 31, 2026</i>
	<i>This will be a long-term arrangement with a 36 - month validity. It is expected to start from June 1, 2023 and lapse on May 31, 2026</i>	

Work Assignments Overview	Deliverables/Outputs	Delivery deadline	Estimated Budget
Be able to always upload high resolution photos and videos on online space readily accessible to UNICEF staff.	Videos and Images of the specific programme uploaded to a central point virtually with access to designated UNICEF staff.	To be determined	To be negotiated .
Capture high resolution photos and videos	High resolution photos with captions, image format and transmission according to UNICEF requirements.	To be determined	To be negotiated .
Produce videos in line with UNICEF's brand guidelines	Videos to be captured in accordance with UNICEF brand guidelines	To be determined	N/A
Captured videos should be reusable.	Videos to be captured creatively to be used for several media and other internal tasks.	To be determined	To be negotiated .

* Deliverable might change due to the nature of the assignment

Estimated Consultancy fee			
Travel International (if applicable)	Based on the nature of assignments, expected fee will be determined on a case-by-case basis.	TBD – This will depend the case being worked on.	TBD
Travel Local (please include travel plan)	The consultant's official travel and location is heavily dependent on the evidence to be documented. Therefore, costs covering travel and daily stipend will be determined on a case-by-case basis according to the assignment and agreed daily rates. Additionally, due to the new SOP, a lump sum to cover travel and cost of daily subsistence will be agreed and applied ahead of each assignment.	TBD - This is an open ToR, travel days to be determined on case- by-case basis.	TBD
DSA (if applicable)	Based on the nature of assignments, expected fee will be determined on a case-by-case basis.	TBD - This is an open ToR, DSA to be determined on case- by-case basis.	TBD
Total estimated consultancy costs¹	Based on the nature of assignments, the total estimated consultancy costs will be determined on a case-by-case basis.	TBD	TBD
Minimum Qualifications required*: <input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other Enter Disciplines	Knowledge/Expertise/Skills required *: <ul style="list-style-type: none"> National consultants (mid-level): <ul style="list-style-type: none"> University degree in audio visuals or in any relevant field five years' experience in professional documentary photography or videography or both demonstrated experience manifested through ability to take high quality photos and videos, evidence of international exposure would be an advantage National consultants (senior level): <ul style="list-style-type: none"> University degree in audio visuals or in any relevant field 		

<p>*Minimum requirements to consider candidates for competitive process</p>	<ul style="list-style-type: none"> ○ Eight years' experience or more in professional documentary photography or videography or both ○ Should demonstrate experience of taking images and/or shooting videos which have been used in international publications and participation in photography exhibitions and/or video documentaries. <p>General</p> <ul style="list-style-type: none"> • Ability to be spontaneous will be an advantage (candid photography) • Ability to deliver audio visual products according to the specified quality and technical requirements • Experience working in rural Ghana preferable but not mandatory • Ability to communicate with children, rural people and local authorities an advantage • Proven ability to work with lighting indoors and cover functions will be required. • Previous experience working with UNICEF will be an advantage <p>*Listed requirements will be used for technical evaluation in the competitive process</p>
<p>Evaluation Criteria (This will be used for the Selection Report (for clarification see Guidance))</p> <p>A) Technical Evaluation (e.g. maximum 75 Points)</p> <ul style="list-style-type: none"> • Interested candidates should apply on-line to the link provided indicate their daily in Ghana Cedis (for Ghana nationals only) • In addition to the CV/Resume, candidates should attach <ul style="list-style-type: none"> ○ Videographer: ONE 2- minute video (no show reels or multiple videos, nothing beyond the requirements will be reviewed) OR ○ Photographer: Five photos – one of which should include a photo taken indoors of any subject of choice and another of a child ○ A 250-word document justifying why you are the best person for this consultancy <p>B) Financial Proposal (e.g. maximum of 25 Points)</p>	
<p>Administrative details:</p> <p>Visa assistance required: <input type="checkbox"/></p> <p><input checked="" type="checkbox"/> Home Based <input type="checkbox"/> Office Based:</p>	<p>If office based, seating arrangement identified: <input type="checkbox"/></p> <p>IT and Communication equipment required: <input type="checkbox"/></p> <p>Internet access required: <input type="checkbox"/></p>
<p>Request Authorised by Section Head:</p>	<p>Request Verified by HR:</p>

<i>Approval of Chief of Operations (if Operations):</i>	<i>Approval of Deputy Representative (if Programme)</i>
<i>Representative (in case of single sourcing/or if not listed in Annual Workplan)</i>	

¹ Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

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 consultant

Text to be added to all TORs:

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.

UNICEF offers [reasonable accommodation](#) for consultants 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.
