

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

International Writer Consultant	Funding:	Duty Station:  <input type="checkbox"/> Home-based <input checked="" type="checkbox"/> Phnom Penh Office
Purpose of Activity/Assignment:  UNICEF Cambodia is dedicated to promoting children's healthy development, defending their rights, and helping them reach their full potential from early childhood to adolescence. To support the evolving needs of the Communications Team in implementing the agreed communication plan and its public advocacy and communication mission, UNICEF Cambodia is seeking an international writer consultant. This role involves creating various communication products in English. The purpose of this advertisement is two-fold: to select a writer to join the Communication Section for a period of 120 working days, from August 4, 2025, to January 31, 2026, and to establish a roster of a small pool of professional writers who can be called upon as needs arise.		
Scope of Work:  Under the supervision of the Communication Specialist and the general guidance of the Chief of Communication, this role is responsible for developing the communication strategy for the Country Programme 2024-2028. This includes communication advocacy and priorities, narratives, campaigns, event strategies and creative concept notes, human interest stories, key messages, copy for photo essays, advocacy briefs, newsletters and blogs, media briefs and press releases, video/radio scripts, and social media content in English. <ul style="list-style-type: none"> <li>▪ Work with the Communication team and Chiefs of all sections to develop communication and communication and fundraising.</li> <li>▪ Work with Communication Specialist and the Chief of Communication and other section leads to prepare advocacy and communication materials in relation to the UNICEF advocacy priorities, such as media briefings and responses, web content, press releases, speeches, op-eds, fact sheets, Q&amp;As, video/TV/radio scripts, blogs, etc.</li> <li>▪ Develop concept notes and produce press kits and social media content for advocacy campaigns including specific content on Climate Change and HEHC, Child Marriage, Disability Inclusion, Learning &amp; Life Skills Promotion (including equity and multilingual education), Fix My Food, Immunization, Parenting Tips, Family Package, Mental Health, Road Safety &amp; Drowning Prevention, and World Children’s Day.</li> <li>▪ Work with the team to develop and launch UNICEF Cambodia quarterly newsletters in a timely manner.</li> <li>▪ Work with the UNICEF Cambodia Management Team to develop webpage, and Op-Eds and reports as needed.</li> <li>▪ Develop key messages for multimedia and social media campaigns and initiatives and create content for website, digital, and social media platforms as needed.</li> <li>▪ Work closely with the Communication Team to develop compelling narratives on UNICEF advocacy messages for various key assets such as videos, concept notes, etc.</li> </ul>		

- Develop donor and fundraising content packages, such as fact sheets, brief notes, beneficiary testimonies, interviews, blogs etc.
- Ensure communication materials are inclusive, equitable, consultative, and participatory to carry along all stakeholders, and when relevant, promote SBC principles.
- Provide editorial support to the UNICEF Cambodia Communication Team as needed.

In all written products, the following considerations must be made:

- Protecting the rights of the child must be given priority above all considerations when collecting and writing stories and other materials.
- Ensuring evidence generation adheres to UNICEF Procedure for Ethical Standards in Research, Evaluation and Data Collection and Analysis.
- Ensuring clarity, readability, logic, appropriateness as well as engaging writing in all products.
- Ensuring language accuracy. The final product must not require further editing/copy-editing.
- Consulting with a supervisor and other UNICEF colleagues to ensure adherence to UNICEF style and guidelines and alignment with the country programme.
- Ensuring factual accuracy, including accurate representation of the issues and programmes.
- Ensuring any policy briefs related to evaluation adheres to United Nations Evaluation Group's revised Norms and Standards for Evaluation and to UNICEF evaluation guidance.

**Duration:**

The estimated duration of the assignment is approximately 120 (One hundred and twenty) working days from 04 August 2025 and 31 January 2026.

**Location:**

The assignment is based in Phnom Penh but will require 20 working days traveling to provinces such as Battambang, Kandal, Kg.Speu, Kratie, Mondulkiri, Rattanakiri, Siem Reap, Takeo, etc. to develop high-quality communication contents as requested.

**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 consultant will engage with and interview community members, including children, to develop high-quality human-interest stories, key messages, photo essays, advocacy briefs, newsletters, blogs, media briefs, and press releases for ICON, donors, regional offices, HQ, and UNICEF advocacy and communication materials. The consultant will adhere to all UNICEF Child Safeguarding and PSEA guidelines and protocols, and consent forms must be obtained when collecting data and information from interviews, as well as for any photo or videography needs.

Child data role <input checked="" type="checkbox"/> YES <input type="checkbox"/> 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 Consultant will be responsible for handling the data of children throughout the course of the contract.		
More information is available in the <a href="#">Child Safeguarding SharePoint</a> and <a href="#">Child Safeguarding FAQs and Updates</a>		
Budget year: 2025	Requesting Section/Issuing Office: External Communication	Reasons why consultancy cannot be done by staff: This assignment demands dedicated time and expertise to craft creative and high-quality narratives, stories, and communication content in English. Proficiency in English is required across all four areas (reading, writing, speaking, and understanding), with a "confident" rating in at least two of these areas.
Included in Annual/Rolling Workplan:  <input checked="" type="checkbox"/> Yes: This activity is planned under Key Result Area 2: Advocacy and Public Campaigns  <input type="checkbox"/> No, please justify:		
Consultant sourcing: <input type="checkbox"/> National <input checked="" type="checkbox"/> International <input type="checkbox"/> Both  Competitive Selection: <input checked="" type="checkbox"/> Advertisement <input type="checkbox"/> Roster <input type="checkbox"/> Informal competitive (Low Value Contract)  Single Source Selection: <input type="checkbox"/> (Emergency - Director's approval)		
Supervisor: Communication Specialist	Start Date: 04 August 2025	End Date: 31 January 2026

Work Assignments Overview	Deliverables/ Outputs	Delivery deadline	Estimated Budget (Percentage of payment)
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<p>-Support the development of communication strategy for country programme 2024-2028.                  -Develop and implement communication and fundraising content ensuring timely and accurate information dissemination.                  - Develop clear and impactful 02 press release, 02 speeches, Q&amp;A, - Provide editorial support on 4 social media plans on disability inclusion, road safety &amp; drowning prevention, and Climate Change.</p>	Deliverable #1	12 September 2025 (30 working days)	25%
<p>- Update the Fundraising package                  - Create 04 scripts for videos, podcasts, and other multimedia content.                  - Develop 2 human interest stories across sections.                  Provide editorial support on 4 social media plans.</p>	Deliverable #2	30 October 2025 (25 working days)	20%
<p>- Support the development of creative concept note for "World Children's Day 2025".                  - Provide editorial support on 4 social media plans                  - 1 quarterly newsletters, produce and write 2 HIS on the World Children's Day and the UNICEF advocacies and impacts.                  - Develop 02 press releases, 01 speech, focused on the World Children's Day event.</p>	Deliverable #3	03 December 2025 (30 working days)	25%
<p>- Provide editing assistance for donor reports requested from programme sections.                  - Prepare public-facing contents in line with the communication strategy toward school readiness, retention, completion, and effective learning campaign, including 02 press releases, 02 media briefs and responses, and 02 public speeches.</p>	Deliverable #4	31 January 2026 (35 working days)	30%
		120 days	100%

<p>Minimum Qualifications required*:  <input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>Enter Disciplines:                   Bachelor's degree in English, Journalism, Communication, or relevant field</p>	<p>Knowledge/Expertise/Skills required*:  <u>Qualifications and Experience</u></p> <ul style="list-style-type: none"> <li>▪ One year of progressive experience in communication and writing for an external audience.</li> <li>▪ Experience in drafting advocacy documents from research and/or studies is desirable.</li> </ul>
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	<ul style="list-style-type: none"> <li>▪ Experience in conducting interviews for collecting information/case studies is desirable.</li> <li>▪ Experience working with UNICEF or other development organisations is a plus.</li> <li>▪ Experience in developing effective fundraising narratives.</li> <li>▪ Strong familiarity with the nonprofit or social impact sectors.</li> <li>▪ Versatility in adapting writing style to suit different formats and target audiences.</li> <li>▪ Extensive experience in conducting stakeholder interviews and gathering valuable insights.</li> <li>▪ Comprehensive portfolio highlighting a variety of multimedia projects.</li> <li>▪ Proven ability to collaborate effectively with production teams and content creators.</li> </ul> <p><u>Knowledge and Skills</u></p> <ul style="list-style-type: none"> <li>▪ Outstanding writing skills in the English language with demonstrated ability for logical and analytical writing as well as ‘de-jargonizing’ technical language for a wider audience</li> <li>▪ Well organised and structured, good attention to detail</li> <li>▪ Strong communicator with excellent interpersonal skills</li> <li>▪ Knowledge and understanding of Cambodia and its development context</li> <li>▪ Knowledge of child rights issues is desirable</li> <li>▪ Be available and willing to travel for the assignments</li> <li>▪ Have the ability to work under pressure, be open to input/scrutiny, respect cultural contexts and deliver on tight deadlines</li> <li>▪ Experience working with UN agencies and International Organizations would be desirable</li> </ul> <p><u>Competencies</u></p> <ul style="list-style-type: none"> <li>▪ Works collaboratively with others</li> <li>▪ Thinks and acts strategically</li> <li>▪ Manages ambiguity and complexity</li> </ul>
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	<ul style="list-style-type: none"> <li>▪ Initiative, passion and commitment to UNICEF's mission</li> <li>▪ Treats all people fairly without favouritism</li> <li>▪ Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment</li> </ul> <p><u>Languages</u></p> <ul style="list-style-type: none"> <li>▪ Fluency in English is required. Working knowledge of Khmer is desirable.</li> <li>▪ NOTE: "Fluency equals a rating of "fluent" in all four areas (read, write, speak, understand) and "Knowledge of" equals a rating of "confident" in two of the four areas.</li> </ul>
<p><b>*Minimum requirements to consider candidates for competitive process</b></p>	<p><b>*Listed requirements will be used for technical evaluation in the competitive process</b></p>
<p>Submission of applications:</p> <ul style="list-style-type: none"> <li>▪ Letter of Interest (cover letter)</li> <li>▪ CV or Resume</li> <li>▪ Performance evaluation reports or references of similar consultancy assignments (if available)</li> <li>▪ Financial proposal: All-inclusive lump-sum cost including consultancy fee, travel international and living expenses, Daily Subsistence Allowance (DSA) for in country travel for 20 working days, medical insurance, etc as per work assignment</li> </ul> <p><i>*Transportation will be arranged by UNICEF Cambodia for in country travel for 20 working days to UNICEF targeted provinces.</i></p>	
<p>Evaluation Criteria (This will be used for the <a href="#">Selection Report</a> (for clarification see <a href="#">Guidance</a>)</p> <p>A) Technical Evaluation (100 points) – weight 70%</p> <ul style="list-style-type: none"> <li>▪ Degree and educational background – 20 points</li> <li>▪ Knowledge and skills – 20 points</li> <li>▪ Quality and relevant of previous work – 60 points</li> </ul> <p>B) Financial Proposal (100 points) – weight 30%</p> <p>The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among those technical qualified candidates who have attained a minimum 70 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.</p> <p>The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.</p>	
<p>Administrative details:</p>	

<p><input type="checkbox"/> Home Based <input checked="" type="checkbox"/> Office Based:</p> <p>Visa assistance required: <input type="checkbox"/></p> <p>*This consultant is required working in the office because he/she will work closely with the chief of communication, communication specialist, social media team and all programme sections to produce high-quality contents as needed.</p>	<p>If office based, seating arrangement identified: <input checked="" type="checkbox"/></p> <p>IT and Communication equipment required: <input checked="" type="checkbox"/></p> <p>Email/O365 access required: <input checked="" type="checkbox"/></p> <p>Internet access required: <input checked="" type="checkbox"/></p>
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<sup>1</sup> 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.