

## **UNICEF Moldova**

### **TERMS OF REFERENCE**

#### **Photographer to document UNICEF's work in Moldova**

**Duration:** April 2017 – March 2018 (11 months, with the possibility of extension)

#### **1. Background:**

UNICEF supports the Government of Moldova in promotion and protection of children's rights, under a Programme of Cooperation for the period 2013-2017. UNICEF Moldova partners with state institutions and civil society organisations to ensure that all children enjoy their rights to health, education, protection, participation and non-discrimination.

Within the current country programme UNICEF initiated several initiatives to document the projects it supports through stories and pictures. The pictures are used for publications, donor reports, website, Facebook page and other documents. UNICEF is eliciting the assistance of a highly skilled, renowned photographer to illustrate UNICEF's work in Moldova, events and human interest stories.

#### **2. Purpose of the contract:**

UNICEF Moldova is seeking a professional photographer to provide photographic services for the duration of a year. The selected photographs will be used for UNICEF advocacy and communication purposes and be published in various publications, websites, presentations and communication for development campaign materials

#### **3. Details of how the work should be delivered:**

To provide digital photographs for production of human interest stories, social media materials, campaign publications and website content.

- Photographic services will be required throughout the year. Service provision will include field trips to UNICEF project sites within the country and communities in which UNICEF is present to capture the situation of children in women in various settings and on occasions specialized conceptual photos.
- In addition to supplying photos, the photographer will also be required to submit photo captions. The captions should include names of subjects included in the photo, their age, institution and location, and description of the photo.
- On assignment for UNICEF, the photographer is expected to show appropriate sensitivity towards the people they are photographing. Photographer is also required to follow UNICEF photography standards. UNICEF applicable guidelines and policies will be provided upon contract signature.

#### **4. Deliverables:**

The Contractor will be expected to deliver the following services::

- For every special event photographed throughout the year, on the same day, a minimum of 25 color and /or b/w (as required) digital images in high resolution shot as a RAW file (300

pixels/inch: minimum size 3000 x 2000 pixels;) and the same selection in lower resolution (1000 pixels longer edge, JPEG format) will be delivered/mailed to UNICEF office;

- Within five days of shooting for the purposes of providing photos for publications, promotional materials, website or campaigns, a complete set of images (min 100 images are expected to be delivered per day of work) shot as a RAW file (300 pixels/inch: minimum size 3000 x 2000 pixels), saved chronologically. In addition, an edited set of 25 color or B/W as needed, in high resolution with full captions, delivered/mailed to UNICEF office. Full set in lower resolution also delivered/mailed to UNICEF office;
- Within one working day from a shooting session , a selection of at least 25 photos is expected to be edited in specialized photo editing software (e. g. Photoshop) to comply with UNICEF photography and image standards;
- All digital photographs must contain complete caption information in “file info” and separate word format captions list. Caption information should consist of: date, place, subject names and age, and brief description of the situation photographed;
- The final sets of edited digital images (including caption information) will be delivered on portable storage devices /mailed (as requested) to UNICEF;
- Photography subject release forms signed by parents or legal guardians of children under the age of 18 will be delivered to UNICEF Office together with the images.

## **5. Performance indicators for evaluation of results:**

The evaluation of the contractor’s performance will be based on:

- Quality of produced outputs, evaluated for each separate assignment;
- Compliance with the established timelines, evaluated for each separate assignment.

## **6. Qualifications and experience:**

The contractor is expected to possess the following qualifications:

- Qualifications as professional photographer and a demonstrated minimum of 5 years of experience as professional photographer;
- Good knowledge of technical requirements and settings for taking photos in various settings (i.e. outdoor, indoor, portraits, group activities etc.) is expected;
- Availability and good command of own photographic equipment (cameras, lenses, lights, filters, tripods), , as well as photo-related image editing software;
- Demonstrated experience in photojournalism in social issues.

## **8. Technical and financial proposal:**

Interested individuals will submit a Technical and Financial Proposal, with description of their experience, as well as a portfolio of previous works.

### **8.1. Structure of the Technical Proposal**

The Technical Proposal should include, but not be limited to, the following:

- Short profile, including CV, diplomas, certificates of photography-related studies

- Detailed individual portfolio showcasing range of work (i.e. outdoor, indoor conferences, portraits, group activities etc.) with links to specific sites/media outlets/publications where the works have been published;
- Identify clients for whom you have done similar work; include references if available;
- Production capabilities: photographic equipment for taking quality images in-studio and outdoors, including related hardware and software to manage images; please include any certificate related to image management skills possessed.

## **8.2. Financial proposal and payment schedule**

The financial proposal shall specify an all-inclusive fee per 1 day of work (8 hours), and 1 hour of work in local currency.

The fee will include all the estimated costs related to service providing under this ToR (photo shooting, image processing, any other costs estimated). No additional fees will be accepted.

## **9. Definition of supervision arrangements:**

The contractor will be directly supervised and evaluated by the UNICEF Communication Officer. Payments shall be made in local currency, within 10 days upon delivery of services specified in the Terms of Reference.

## **10. Description of official travel involved:**

The assignment might involve travel within Moldova, including the left bank of the Nistru river region.

## **11. Support provided by UNICEF:**

UNICEF will provide contractor with:

- Basic information on the projects (reports, earlier developed human stories, UNICEF-branded pictures);
- Branding and other UNICEF guidelines on photos;
- Suggestions on the most suitable project sites and relevant contacts.

## **12. Copyrights & utilization rights:**

The copyright of all the pictures (raw and edited) taken during the assignment will belong to UNICEF Moldova. The photographer will not be authorised to publish or reproduce them anywhere else (except for her/his portfolio).

## **13. UNICEF recourse in the case of unsatisfactory performance:**

In case of unsatisfactory performance, the contract will be terminated by notification letter sent 15 days prior to contract cancellation. In the meantime, UNICEF will initiate another selection in order to identify an appropriate contractor.