**TERMS OF REFERENCE**

**Subject:** *Communication – Multi-media Producer*

**Type of contract**: 8 x c*onsultancy contract*

**National / International:** *National/International*

**Expected start date**: *2 October 2018*

**Duration:** *11.5 months (2 October 2018 – 15 September 2019)*

**1. Background**

As part of building a strong brand and reaching audiences, UNICEF China is seeking to strengthen its capacity to create compelling public-facing content and to provide digital services to support our programmatic agenda. Through multiple platforms in both English and Chinese languages, this type of content draws attention to the many facets of UNICEF’s work, encouraging public support, participation and action, as well as ensuring greater transparency and accountability.

UNICEF China wishes to enter into non-exclusive arrangement(s) for the procurement of services of individual consultants who can help support the creation and crafting of compelling digital content, with a particular focus on video and photo, 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. Objective (s)**

To produce digital multi-media visual content for UNICEF programme advocacy activities including public advocacy campaigns, celebrity activities, donor communication, C4D, 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, Deliverables & Timeframe

* Travel to project sites and produce audio/visual stories for documentation including identifying characters, conducting interviews, seeking proper consensus from interviewees and establishing story lines.
* Shoot high end broadcast quality video footage and images in digital format.
* Produce video shoots by identifying technical requirements, setting up interviews and producing a shot list
* 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 images.
* Produce photo essays and multi-media pieces that can be used on the website and also through social media channels.
* Document UNICEF events and activities by shooting high end images.

**TECHNICAL SPECIFICATIONS REQUIRED FOR IMAGES**

Images should follow the technical requirements and 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.

**Types of Deliverables**

* Set of edited images with embedded captions in Chinese and English
* Set of all raw images with basic information
* Video footage with log sheets
* Edited multi-media images with text and audio
* Edited video stories in Chinese, English and international versions
* PSAs and video stories subtitled with Chinese language

**4. Methodology**

Consultants will be tasked with assignments as per programme needs. They will use their own equipment; computer, office space, telecommunication facilities.

**5. Timeframe**

The consultancy will begin …2 October 2018……. and end on …15 September 2019…….

**6. Supervision**

Communication officer, UNICEF China

**7. Consultancy Requirements**

Qualifications:

Individuals undertaking the assignment must meet following requirements:

* 2 years experiences in mainland Chinese photojournalism, video journalism or similar area.
* Familiarity with child rights sensitive photography and reporting guidelines.
* Ability to prepare scripts for video and multimedia pieces and also prepare 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.

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, tapes, memory media, computer, paper, office space, telecommunication facilities.