**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS**

**CONSULTANCY FOR THE WRITING OF SHORT DONORS BRIEFING NOTES**

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| **Title:** **Recruitment of a consultant to document UNICEF Cameroon key programme priorities for donors** | | **Funding Reference:**  **WBS:\*\*\*\***  **880/003**  **Grant: Non-Grant**  **Validity:** | | **Type of engagement**  Consultant | | | | | **Duty Station: Remote** *Consultant should be home-based and will not have assigned desk or office space.* | |
| **Purpose of Activity/Assignment:**  UNICEF is working in Cameroon since 1975 together with the national authorities to improve the implementation of children’s rights and the wellbeing of children in terms of health, nutrition, education, protection, water and sanitation (see the Country Programme document -CPD). UNICEF needs support from institutional and private donors to implement its programmes. But nowadays, the level of financial support received is lagging far behind the objectives, with the Humanitarian Appeal funded at only 25% and the whole programmes at 52% only.  Meeting the financial needs is thus a priority for UNICEF in Cameroon that must raise more money from both the current donors (improve budgets) and new donors, including the private sector. The Resource Mobilization is under the supervision of the Chief of Communication, Advocacy and Partnerships (PAC) with a dedicated NO officer, and the programmes are also closely involved in the writing of proposals and reports.  To reach this goal, UNICEF in Cameroon must develop a package of briefing notes that are clear, concise, engaging with accurate data and that can be used rapidly to respond to proposals’ opportunities. These briefing notes must include a itemized cost (per child, per unit), pictures, infographics and maps.  The main objective of this consultation is to create, write and edit 15 briefing notes, in close collaboration with the UNICEF colleagues from programme and Resource Mobilization, but also with the Programme Monitoring and evaluation (PME) and finance sections.  These donors’ briefings will also be used for any other purpose, such as relations with institutions, partners, website, etc..  The documents should be structured as follows:  • A chapo summarizing the issue and UNICEF’s added value (not more than three sentences)  • What is at stake (aligned to the SITAN content)  •UNICEF’s response (in line with the CPD goal) and major achievements so far (since 2022, start of current country Programme)  • How can you help ? with itemized cost (per unit / per child)   * 1 or 2 very short abstracts from stories from the field (beneficiaries) or photo captions. | | | | | | | | | | |
| **Background:**  Many documents already exist but very few are complete, focused and updated, and most of the time the language is not appropriate to the audience and too technical. This consultancy will be the occasion to build narratives and pitch the UNICEF programmatic priorities in a compelling way.  UNICEF will provide contact information and existing documentation, as well as a selection of pictures and maps. UNICEF’s focal points will ensure availability for the ITW and the corrections.  The consultant will supervise a graphist designer for the creation of the template.  **Scope of Work:**  The consultancy work includes:   1. Reading and analyzing the existing documentation sent by the PAC and the chiefs of sections, 2. Creating and proposing a standard template for these donors’ briefings by supervising a graphic designer, 3. Identifying the key messages for each topic, 4. Having an interview with the focal point, 5. Identifying the pictures, maps, infographics and stories from the field abstracts, 6. Writing the briefing in English or French, according to the consultant’s preference, 7. Submitting it for corrections up to approval, 8. Finalizing the document and layout, and translate in English or French.   The consultancy will run from 11th of November 2024 to end of January 2025 given the Christmas and end of year holidays.  But the consultant will send the achieved donors briefing one by one when they are ready.  15 topics will be selected among the following list:   |  |  | | --- | --- | | **Themes** | **Section / Region** | | 1,000 first days (priority) | Multisectoral Health, protection, nutrition, WASH, SBC | | Child-friendly communities (priority) | Multisectoral all | | Climate action (priority) | Multisectoral all | | Emergency education | Education | | Digital education (priority) | Education | | Education | Education | | Health and HIV | Health and HIV, nutrition and WASH | | Combating stunting | Nutrition | | Fight against severe malnutrition | Nutrition, Health and WASH | | Exclusive breastfeeding | Nutrition | | Adolescent nutrition | Nutrition | | Cash for girls | ADAP | | Vaccination, 0 doses and Reach the unreached (priority) | Health and child protection | | Oxygen for newborns | Health | | Birth registration | Child protection, health | | Reintegration of children caught up in armed conflicts | Child protection | | Water, hygiene and sanitation | WASH | | Social protection | Social policy | | Early marriage | Protection | | Child labor | Protection et social policy | | | | | | | | | | | |
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| **Child Safeguarding**  Is this project/assignment considered as “[Elevated Risk Role](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Guidance%20on%20Identifying%20Elevated%20Risk%20Roles_finalversion.pdf?CT=1590792470221&OR=ItemsView)” 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:   |  | | --- | | 6 months |   **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](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/SitePages/Amendments-to-the-Recruitment-Guidance.aspx) and [Child Safeguarding FAQs and Updates](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Child%20Safeguarding%20FAQs%20and%20Updates%20Dec%202020.pdf) | | | | | | | | | | |
| **Budget Year: 2024** | **Requesting Section/Issuing Office:** | | | | **Reasons why consultancy cannot be done by staff:** | | | | | | |
|  | Partnership, Advocacy and Communication (PAC) | | | | The section don’t have enough taskforce to cover this work | | | | | | |
| **Included in the Technical Assistance plan***:*  Yes  No  If no, please explain: | | | | | | | | | | | |
| **Consultant sourcing:**  National International  Both  **Consultant selection method:**  Recruitment from Roster. If so, please specify \_\_\_PAC and SBC\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Competitive Selection (Advertisement / Internal pool of candidates) | | | | | | | | | | | |
| **Supervisor: Anne Fouchard** | | | **Start Date: 18th November 2024** | | | | | **End Date: 31st January 2025** | | | |
| **Work Assignment Overview** | | | | | | | | | | | |
| Tasks/Milestone | | | Deliverables/Outputs | | | | | Timeline | | Estimate Budget | |
| 2 examples of template are created | | | * Briefing of the graphic designer is done and 2 examples of template are submitted and reviewed if required by the PAC section Chief | | | | | 18 November 2024 | |  | |
| The reference documents are read and ITWs with colleagues done to identify the key messages | | | * Analyzing the reference document to abstract key message and identify the missing information * ITW with focal point mentioned are done * Stories and photos are selected * Maps and infographics are selected | | | | | 18th November– 24th December 2024 | |  | |
| The narrative and the drafts are written | | | * The narrative and the first draft are written and shared with focal points * The narrative and the draft are adjusted and corrected | | | | | DECEMBER 2024 – MID JANUARY 2025 | |  | |
| Final editing and translation | | | * Corrections are made and final editing is done * Translation in the second language is done and edited | | | | | MID TO END OF JANUARY 2025 | |  | |
| **Estimated Consultancy fee** | | | | | | |  | | | | |
| Travel International (if applicable) | | | | | | | N/A | | | | |
| Travel Local (please include travel plan) | | | | | | | NO | | | | |
| DSA (if applicable) [[1]](#endnote-2) | | | | | | |  | | | | |
| Activity Budget (if applicable) | | | | | | | 880/003 RR | | | | |
| **Total estimated consultancy costs \*\*** | | | | | | | **9,000 USD** | | | | |
| **Minimum Qualifications required:**  Bachelors  Masters  PhD  Other  An advanced university degree (Master’s or higher) in Communication, advocacy, media, marketing, creative writing, social science, or similar discipline. | | | | | | | **Knowledge/Expertise/Skills required:**   * 10 to 15 of progressive experience in communication, writing for an external audience, donors, programmatic and advocacy briefs. * Solid skills in writing for large audiences but with accuracy, an original way of telling stories * Rigorous capacity to document and write in compelling notes from technical documents. * Knowledge on scientific language issue is an asset. * Strong capacity to collaborate with others. | | | | |
| **Evaluation Criteria [This will be used for the Selection Report (for clarification see guidance in the selection report template)]**  *Please specify the minimum passing technical evaluation score* (e.g. x / 75) | | | | | | | | | | | |
| A) Technical Evaluation (maximum 70 Points) | | | | | | | B) Financial Proposal (maximum of 30 Points) | | | | |
| |  |  |  | | --- | --- | --- | | **#** | **CRITERIA** | **POINTS** | | 1. | Educational Background | 10 | | 2. | Qualifications and skills | 20 | | 3. | Range and depth of relevant experience especially with similar projects | 20 | | 4. | Competitive advantage over other candidates | 10 | | 5. | Language: Fluency in French and good English practice | 10 | | | | | | | | | | | | |
| **Administrative details:**  Visa assistance required:  Home Based  Office Based: | | | | | | | **If office based,** seating arrangement identified:  IT and Communication equipment required:  Internet access required: | | | | |
| **Request Authorised by Section Head and CFO / Chief Field Operations** (if in a field office): **Anne Fouchard, Chief Partnership, Advocacy and Communication** | | | | | | | **Request Verified by People and Culture:** | | | | |
| Mirabelle de Souza  People and Culture Manager | | | | |
|  | | | | | | | | | | | |
| *Approval of Chief of Operations (if Operations):*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* | | | | | | *Approval of Deputy Representative (if Programme)*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* | | | | | |
| *Representative (in case of single sourcing/or if not listed in Annual Workplan)*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* | | | | | | | | | | | |

1. **Text to be added to all TORs:**

   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.

   Individuals engaged under a consultancy 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. Consultants 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 consultant 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 consultant 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. The vaccine mandate, 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](https://www.unicef.org/careers/unicef-provides-reasonable-accommodation-job-candidates-and-personnel-disabilities) 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. [↑](#endnote-ref-2)