

UNICEF Viet Nam - Terms of Reference

Long Term Agreement (LTA) with Individual Consultants to provide Content Production services

Background

Viet Nam, as a lower middle-income country since 2010, is at critical juncture in its development journey, especially under the new Sustainable Development Goals (SDGs) to ensure that the country's nearly 26 million children benefit equally from economic prosperity.

The United Nations Children's Fund, UNICEF, was created in 1946 to work with others to overcome the obstacles that poverty, violence, disease and discrimination place in a child's path. It has global authority to influence decision-makers, and a wide variety of partners at grassroots level to turn the most innovative ideas into reality.

Today, UNICEF Viet Nam is one of the more than 190 UNICEF offices and part of the United Nations system in the country, working in close collaboration with the government of Viet Nam, subnational partners and UN agencies.

UNICEF works Viet Nam since 1975, supporting our partners to ensure that every child in the country is healthy, educated and safe from harm, therefore having the best start in life and a fair chance to reach her or his full potential and benefit from the country's prosperity.

In order to meet the objectives as set out in its country programme, UNICEF Viet Nam Office develops technical documents, publications and a variety of communication assets targeting audiences from both the public and private sector.

Justification

To support UNICEF Viet Nam's communication, advocacy and resource mobilization efforts with lawmakers, policy makers, public donors, the private sector and the public at large, UNICEF Viet Nam aims to set up a Long-Term Agreement (LTA) with individual consultants covering seven categories of deliverables.

The Contractors shall ensure effective and efficient provision of services, while maintaining full confidentiality in all aspects of assignment, management of information and follow up on deadlines and commitments.

Scope of Work

To ensure high-quality and compelling assets are produced in a timely manner, UNICEF is inviting individual consultants to engage in a Long-Term Agreement (LTA) to provide content production services according to seven categories:

1. Written assets – Programme & Policy Advocacy.
2. Written assets – Donor engagement & Donor recognition.
3. Written assets – Communication & Public Advocacy.
4. Video production.
5. Animated video production.

6. Photography.
7. Graphic Design.

The work will include short-notice assignments; revision of drafts and background documents with tables and figures to achieve an optimal flow of information and presentation of the key information; writing, proofreading, copywriting and editing; filming and taking photos in remote areas; packaging content in a compelling and engaging way targeting specific audiences.

Description of Services per category

1. Written assets – Programme & Policy Advocacy.

Production of compelling assets targeting technical audiences and decision-makers.

UNICEF produces a variety of written assets to engage technical audiences and decision-makers. These products are critical to raise awareness and disseminate technical information among those groups whose action will impact children's lives.

UNICEF Viet Nam is looking for individuals (home-based national and international candidates) who can develop written assets from first to final draft; as well as review, adapt and proofread existing documents.

Services will include, but will not be limited to:

- Attending briefings to understand the objectives and approach of the assignment.
- Gathering and consulting background documents to consolidate as appropriate through an audience-focused lens.
- Ensuring clarity, consistency and readability of the assets.
- Applying UNICEF and Oxford English stylebooks.
- Ensuring all footnotes, sources, references are complete and consistent.
- Proofreading designed files to ensure a complete print ready file.
- Coordination with different informants and stakeholders.

Deliverables will include –but not limited to:

- Policy Advocacy briefs and any other Advocacy papers.
- Donor reports, human interest stories (HIS) and other donor technical documents.
- Annual reports, surveys, studies, situation reports and analysis.

2. Written assets – Donor engagement & Donor recognition.

Production of user-friendly, compelling assets to engage and recognize donors

UNICEF produces a variety of written assets aiming at engaging donors from both the public and private sectors, as well as reporting on the use of the received grants and recognizing donor support.

UNICEF Viet Nam is looking for individuals who can develop written assets from first to final draft; as well as review, adapt and proofread existing documents. Language and style should be adapted to the two different audiences: public, or private.

Services will include –but not limited to:

- Attending briefings to understand the objectives and approach of the assignment.
- Gathering and consulting background documents to consolidate as appropriate through an audience-focused lens.
- Produce user-friendly, jargon-free, appealing assets targeting the private sector.
- Creative copywriting, storytelling.
- Ensuring clarity, consistency and readability of the assets.
- Applying UNICEF and Oxford English stylebooks.
- Ensuring all footnotes, sources, references are complete and consistent.
- Proofreading designed files to ensure a complete print ready file.
- Coordination with different informants and stakeholders.

Deliverables will include –but not limited to:

- Compelling donor proposals targeting the private sector.
- Compelling donor proposals targeting the public sector.
- Concept notes, fact sheets, programme overviews.
- Presentations, brochures, leaflets.

3. Written assets – Communication and Public Advocacy.

Produce compelling, engaging assets to influence all target audiences through external communication channels –both traditional and digital.

UNICEF produces a variety of written assets aiming at engaging audiences in support of Advocacy, Social Behavior Change and Resource Mobilization goals.

UNICEF Viet Nam is looking for individuals (home-based national and international candidates) who can develop written assets from first to final draft; as well as review, adapt and proofread existing documents to be disseminated through both traditional and digital media.

Services will include –but not limited to:

- Attending briefings to understand the objectives and approach of the assignment.
- Gathering and consulting background documents to consolidate as appropriate according to the target audience and the communication channel.
- Ensuring clarity, consistency and readability of the assets.
- Applying UNICEF and Oxford English stylebooks.
- Creative copywriting, storytelling.
- Ensuring all footnotes, sources, references are complete and consistent.
- Proofreading designed files to ensure a complete print ready file.
- Coordination with different informants.

Deliverables will include –but not limited to:

- Press releases, statements, speeches, talking points.
- Media reports linked to public advocacy activities.
- Web content targeting specific audiences including the private sector.
- Engaging social media packages.
- Campaign and strategies' narratives.
- Key messages, Q&A documents.

- Video/PSA scripts.
- Human-interest stories.

4. Video production.

Produce high-quality videos targeting a variety of audiences.

The use of video for storytelling, campaigns, documentation and audience engagement is critical to engage UNICEF target audiences and recognize our supporters.

UNICEF Viet Nam is looking for individuals who can either develop videos from initial concept to production, as well as to review, provide suggestions for the use of available raw footage and edit them into final products. **This only opens for Viet Nam-based candidates (national and international)**

Services will include, but are not limited to:

- Attending briefings to understand the objectives and approach of the assignment.
- Understand the objectives and target audience of the video.
- Generating creative ideas to produce video.
- Developing video strategies including sticky themes, scripts and narratives to engage a range of audiences.
- Developing video assets that fit with different type of media like Facebook, Tiktok, Instagram, Youtube with possibilities to edit further to bite-size content.
- Creative copywriting, storytelling.
- Planning, pre-production, directing, shooting, Flycam, casting, selecting location, repurposing content, postproduction and packaging final products in both Vietnamese/subtitled with English or English/subtitled Vietnamese. etc.

Deliverables will include –but not limited to:

- Filming plans.
- Video-scripts and storyboards.
- Video drafts/first edition.
- Final video.

5. Animated video production.

Produce high-quality animated videos targeting a variety of audiences including children.

Animation video has been used by UNICEF as a catchy and interesting information and communications tool, targeting women and children effectively.

Qualified service providers/contracted agencies (home-based national and international candidates) are required to have proven ability crafting messages and products in a range of formats, and excellent working experience and expertise in animation production, including screenplay and character development and design.

Services will include –but not limited to:

- Researching the request and understanding project/campaign goals
- Understanding the objectives and target audience of the video

- Developing video assets that fit with different type of media like Facebook, Tiktok, Instagram, Youtube with possibilities to edit further to bite-size content.
- Creative copywriting, storytelling.
- Developing storyboards and scripts based on key messages provided by UNICEF.
- Editing key messages as needed, according to UNICEF's guidance.
- Producing animated videos with illustration, animation, narration, soundtrack and subtitles in line with UNICEF's guidance, review and approval
- Managing copyright related issues for animation production, including music, characters' designs, images etc.
- Packaging final products in both Vietnamese/subtitled with English or English/subtitled Vietnamese.

Deliverables will include –but not limited to:

- Video-scripts and storyboards.
- Video drafts/first edition.
- Final video.

6. Photography.

Produce photo packages covering UNICEF's programme and activities, as well as UN joint events.

Photographs of Vietnamese children and families, as well as showing the impact of UNICEF's programmes, are critical to support UNICEF's communication to all target audiences.

UNICEF Viet Nam is looking for individuals who can deliver photo-packages according to UNICEF's guidelines to report on children, so the diversity and situation of every child is respected when taking and using photos. **This only opens for Viet Nam-based candidates (national and international)**

Services will include –but not limited to:

- Attending briefings on events/prior to photography mission to understand objectives and narrative of mission.
- Ability to mobilize at short notice especially for emergency missions.
- Flycam and communication missions to remote areas.
- Providing high resolution photos of at least 24-36 mega pixels, shot at the maximum resolution in RAW or JPEG FINE formats.
- Ensuring consent forms are signed by children and/or guardians as per UNICEF guidelines.

Deliverables will include –but not limited to:

- Credits and captions in Vietnamese describing the photos.
- Consent forms signed by children or custodians.
- High-quality photos.

7. Graphic Design.

Produce engaging and user-friendly visual content.

Given UNICEF's large organizational size and range of initiatives, its graphic design needs are vast and varied in nature. This category covers a broader spectrum of graphic design services for various areas.

UNICEF Viet Nam is looking for individuals (home-based national and international candidates) who can deliver graphic design assets that appeal and engage target audiences.

Services will include –but not limited to:

- Understanding and researching the initiative's topic and project goals.
- Understanding the objectives and target audience of the design.
- Conceptualizing design idea.
- Creative copywriting for tagline, copy, narrative on the Key Visual
- Developing design assets that fit with different type of media like Facebook, Instagram, and other media channels with possibilities to edit further to fit with the usage purpose.
- Presenting ideas in an easy-to-understand manner for project team and parties involved.
- Executing and rendering of design elements.
- Handing-over artwork in accessible formats such as .jpg,.png .ai etc.
- Long documents and data visualization.

Deliverables will include –but not limited to:

- Iconography, infographics, covers, posters, etc.
- Emails, newsletters, presentations.
- Key visuals, landing pages, web and social media visual content.
- Publications.

Timeframe and budget

- The assignment, under this Long-Term Arrangement, is expected to have a duration of four years. The initial LTA would be for two years with an option for renewal in subsequent years upon satisfactory performance evaluation.
- The LTA per category will begin before October 2022.
- Fees will be based on the financial offer –daily fees.

Supervision

The consultants will be supervised by relevant UNICEF staff as specified in the Terms of Reference (ToR) of the ad hoc assignments.

Requirements

1. Advanced degree related to the selected categories. Alternatively, a first level university degree (Bachelor's degree or equivalent) in combination with qualifying experience may be accepted in lieu of the advanced university degree.
2. Minimum five years of progressive relevant experience in the selected category.

3. Excellent interpersonal skills, including ability to facilitate and communicate effectively to technical and nontechnical audiences and contribute to an interdisciplinary team.
4. Demonstrated ability to take initiative, work independently, and make sound, informed decisions. On the other hand, ability to work effectively in team, under pressure and in crisis situations.
5. Experience working with the UN and/or an NGO is an asset.
6. Fluent English (verbal and written) is a must.
7. Categories 1,2,3,5 and 7: home-based national and international candidates are invited to apply.
8. Categories 4 and 6: only Viet Nam-based candidates (national and international) are invited to apply. 9. Viet Nam-based assignments: Availability for rapid deployment on short notice.

Assessment criteria:

Candidates willing to apply are invited to send:

- Letter of interest.
- Portfolio including clear examples of recent work in the categories selected by applicant.
- At least three references from clients.
- Financial proposal: fee per day of work.

For evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

a) Technical Qualification (max. 100 points) weight 70 %

University degree in related fields (20 points)
 Experience in the selected category (30 points)
 Quality of past work (30 points)
 Language (20 points)

b) Financial Proposal (max. 100 points) weight 30 %

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.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview if needed.

Performance indicators for evaluation

- Quality of deliverables meet the standards set by UNICEF and specifications outlined in the contract.
- Deliverables are submitted in a timely manner as indicated in the contract.
- Technical assistance delivered in a contextualized and tactful manner, drawing on the inputs from the partners.
- Performance evaluation will be completed at the end of the assignment

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:

LTA Contracting Modality and Call-off Mechanism:

The LTA to be signed will have a fixed fee rate for two years. However, UNICEF does not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on forthcoming needs.

Whenever content production services are required, the lead programme would contact the top-ranking LTA (based on technical score). Should this consultant not be available for the event, UNICEF will contact the second ranked consultant and so on.

Upon receipt of this communication, the LTA consultants would have to confirm availability for the assignment. Upon review of the same, UNICEF will send the consultants a written communication confirming the requirement in the form of a work order sent by email.

The order will include details on the location of the project, number of hours to be worked and other practical details. Price in the order will be based on daily fee included in the LTA contract. After the work order has been sent, no further costs would be reimbursed by UNICEF (increased number of work hours) unless there is prior written authorization by UNICEF.

Once the services are completed and have been approved by UNICEF, the consultants will send the following documentation for payment purposes: a) complete invoice indicating number of working hours/ completed products b) copy of the UNICEF order for the assignment.

Payment will be made after completion of assignments and submission of final invoice for the actual work completed, subject to satisfactory performance.

Work Conditions

- The Consultants will work on a home-based basis.
- The Consultants will have to supply his/her own technical equipment.
- Official travel plans will be arranged by UNICEF and travel expenses will be reimbursed by UNICEF for an amount that doesn't exceed the official daily subsistence allowance (DSA)
- The Consultants must keep confidentiality of all assignments at all stages.