**ANNEX 1.**

**KENYA COUNTRY OFFICE TERMS OF REFERENCE (TOR)**

**FOR INDIVIDUAL CONTRACTORS/CONSULTANTS**

|  |  |  |
| --- | --- | --- |
| **PART I** | | |
| **Purpose of Assignment** | Writing and editing communication materials | |
| **Location of Assignment** | Nairobi, UNICEF Kenya | |
| **Duration of contract** | 20 days over 11.5 months | |
| **Start date** | **From:**  1 March 2022 | **To:** 15 Feb 2023 |
| **Reporting to:** | Andrew Brown, Chief of Communication | |
| **Budget Code:** |  | |
| **Is consultancy assignment in the approved Technical Assistance Plan** | Yes | |
| **If, Yes, attach copy of the approved page** |  | |
| **Number of consultants** | 2 | |

**Background and Justification**

Communication, Advocacy and Partnerships is an important area of UNICEF Kenya’s work to raise the profile of key issues affecting children in Kenya. There is also a need to give donors visibility for their contributions, to help ensure continued funding. As a result, UNICEF is seeking one or more professional writer/editors to support the production of written communication, advocacy and visibility materials that document key children’s issues and make the case for change.

**Scope of Work**

* Write and/or edit, proof read and finalize a variety of UNICEF Kenya communication, advocacy and visibility products including press releases, speeches, talking points, OpEds, human interest stories, reports, fact sheets, briefing notes, knowledge products, case studies.
* Review, organize, copyedit, fact check and consolidate material for knowledge products ensuring consistency, clarity of structure and communication of key messages. Proof-read materials, including checking spelling, use of acronyms and other abbreviations to conform to the UNICEF Style Book.
* Edit programme related documents such as annual reports, donor proposals and reports, policy briefs and other documents for clarity, readability, consistency and quality.
* Develop key messages from complex reports, programme documents and other resources for public consumption. This may be in the form of compelling copy writing for public advocacy campaigns such as scripts for public service announcements (PSAs).
* Providing feedback and guidance to UNICEF Kenya writers, as requested, on writing style, grammar, and story structure.
* If required, work in close collaboration with photographers to capture relevant powerful images for stories and photo essays and/or with graphic designers to finalize the layouts, texts and illustrations to ensure high-quality production of various printed products.
* Be available for feedback and inputs on submitted drafts of written communication products as per the requirement of the office. Be available for up to a maximum of three rounds of writing and editing of all products before final approval by UNICEF.

|  |  |  |  |
| --- | --- | --- | --- |
| **Deliverables** | **Duration**  **(Estimated # of Days)** |  | **Schedule of Payment** |
| Edit UNICEF Kenya reports and publications | 6 days |  | Monthly, based on hours accrued. |
| Write and edit press release, speeches, op-eds and talking points | 6 days |  | Monthly, based on hours accrued. |
| Edit human interest stories and case studies | 4 days |  | Monthly, based on hours accrued. |
| Other writing and editing tasks, as required by the office. | 4 days |  | Monthly, based on hours accrued. |

**Payment Schedule**

Payment will be made upon the satisfactory completion of deliverables as scheduled in the table above.

**Desired competencies, technical background and experience**

* Degree in communication, journalism, creative writing or similar discipline is required, as well as 10 years of relevant experience working in journalism at a reputable media organization. A masters degree in a relevant field would be an advantage.
* Demonstrated ability to produce high quality, creative communication materials
* Proven experience in writing, editing communication materials and editorial processes.
* Experience in writing for UNICEF particularly human interest stories in development and humanitarian contexts, reports etc.
* Experience and quality of work demonstrably meet the highest international standards.
* Familiarity with UNICEF’s work and children’s issues, and UNICEF’s reporting, writing and story-telling guidelines.
* Ability to synthesize complex documents into key messages and experience in drafting advocacy documents from research studies.
* Excellent interpersonal skills and flexible attitude.
* Language: Advanced proficiency in English (Oral & Written) required. Fluency in Kiswahili language is an asset.

**Administrative issues**

The assignments will be carried out as and when needed.

**Conditions**

* The candidate(s) selected will be governed by and subject to UNICEF’s General Terms and Conditions for individual contracts.
* The contractor will work remotely. Location is flexible although occasional calls during Kenya office hours may be needed.
* Travel expenses will be covered in accordance with UNICEF’s rules and tariffs, by the consultant and reimbursed against actuals.
* As per UNICEF DFAM policy, payment is made against approved deliverables. No advance payment is allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary.

The candidate(s) selected will be governed by and subject to UNICEF’s General Terms and Conditions for individual contracts.

Interested consultants to indicate ability, availability and all-inclusive rate (day rate) for **expected deliverables** to undertake the terms of reference.

**Applications submitted without a fee/ rate will not be considered.**

**Signatures:**

#### Prepared by Setion Chief

Name: Andrew Brown

Title: Chief of CAP

Signature: A picture containing shape

Description automatically generated

Date: ­­­­­­­­­­­­­­­­­­­­­­­­­­­3 Feb 2022

Reviewed by:

Name: Susan Musa

Title: Human Resources Manager

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: ­­­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved/Authorized by:

Name: Maniza Zaman

Title: Representative

UNICEF Kenya

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_

­­­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_