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**OVERVIEW**

TITLE	WeShare.unicef.org Governance and Support
LOCATION OF ASSIGNMENT	Remote-based
LANGUAGE(S) REQUIRED	English
TRAVEL	N/A
DURATION OF CONTRACT	11.5 months: 1 Sept 2023 – 15 August 2024
SECTION & UNIT	GCS/Multimedia
CONSULTANT REPORTING TO	Lisa Adelson-Bhalla, Digital Asset Manager

**FOR EVERY CHILD, (INSERT TAG LINE)**

The WeShare.unicef.org Governance and Support Officer is responsible for advising UNICEF offices and staff with regards to DAM governance specific to UNICEF communications assets on WeShare.unicef.org, including video and photography. The Officer’s role is to make both analytical and technical recommendations that address content on the platform and related workflow for WeShare.unicef.org Users, in order to maintain a reliable information with related quality control services.

**HOW CAN YOU MAKE A DIFFERENCE?**

Visual imagery is a cornerstone of UNICEF’s brand, fundraising, advocacy and communication. While digitalization and globalization have meant that people all over the world can experience UNICEF’s visual content – including those who the content represents – it has never been more important to ensure that our visual identity is aligned with UNICEF’s core values.

The role is responsible for monitoring multimedia uploaded to WeShare.unicef.org, in order to facilitate compliance with DAM governance and guiding UNICEF staff through a rapidly changing digital landscape to help the organization communicate more consistently to effectively advocate and fundraise for children worldwide.

**EXPECTED RESULTS: (MEASURABLE RESULTS)**

- Support organizational WeShare.unicef.org governance and compliance efforts to develop a cohesive UNICEF multimedia presence in the DAM.
- Assist all UNICEF offices, including National Committees, to implement and comply with policies, procedures, standards, guidelines, and SOPs related to content hosted on the DAM.
- Train WeShare.unicef.org Administrative Users on system workflow and the importance of adherence to standards for the integrity and retrieval of assets.
- Maintain policies and guidelines for metadata standards.
- Support stakeholders in the development and implementation of the governance framework for WeShare.unicef.org.

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**DESCRIPTION OF THE ASSIGNMENT**

**Quality Control of DAM assets**

- Support quality control measures for UNICEF's DAM content on WeShare.unicef.org.
- Conduct regular reviews of assets and quality of information included with assets.
- Provide feedback and support to UNICEF offices engaged in content production and regarding non-compliant assets.

**Knowledge Management and Capacity Building**

- Provide training support to all offices interested in using WeShare.unicef.org.
- Design and develop learning activities and materials for staff on best practices relating to DAM content.
- Develop and publish and maintain technical tips-and-tools for WeShare.unicef.org users.
- Monitor, evaluate and report on capacity building outcomes and impacts.
- Contribute to and participate in tools and software selections, collaborate with other units in the organization to identify and recommend new opportunities that will have an impact on WeShare.unicef.org.
- Support the helpdesk and case management for WeShare.unicef.org, providing technical guidance, support and solutions for incoming queries and requests.

**Technical Support and Troubleshooting**

- Beta-test functionality of upgrades and integrations related to WeShare.unicef.org.
- Provide technical assistance when integrating DAM services with other UNICEF platforms and services.
- Assume change management role when required to support Administrative Users after an upgrade.

**REPORTING REQUIREMENTS**

Draft governance framework for WeShare.unicef.org; Report on capacity building impacts; Report on help-desk cases

**DUTY STATION**

Remote-based, no travel to NYHQ required.

**TRAVEL (IF APPLICABLE) – N/A**

*The Consultant will not be entitled to any separate travel entitlements under the Contract. All expenditure related to the travel plans set out in the Contract are deemed to be covered as per financial proposal. If UNICEF determines that the Consultant unexpectedly needs to travel in addition to the travel already included in the Contract in order to perform the Deliverables, such travel shall be further added through an amendment setting out the additional fee in consideration of the additional travel requirements on the following basis:*

*(a) UNICEF will pay for travel in economy class via the most direct and economical route; provided however that in exceptional circumstances, such as for medical reasons, travel in business class may be approved by UNICEF on a case-by-case basis.*

*(b) UNICEF will reimburse the Consultant for out-of-pocket expenses associated with such travel by paying an amount not exceeding the daily subsistence*

**DETAILED DELIVERABLES:**

<b>Deliverable 1</b>		<b>Proposed Estimated Deadline</b>	<b>Estimated # days</b>
Conduct regular reviews of assets and quality of information included with assets.		<b>Dec 30</b>	
Sub-Deliverable 1.1	Provide feedback and support to UNICEF <b>Country Offices</b> engaged in content production and regarding non-compliant assets	<b>Dec 15</b>	<b>20</b>
Sub-Deliverable 1.2	Provide feedback and support to UNICEF <b>Natcoms</b> engaged in content production and regarding non-compliant assets	<b>Dec 15</b>	<b>10</b>
Sub-Deliverable 1.3	Provide feedback and support to UNICEF <b>HQs/ROs</b> engaged in content production and regarding non-compliant assets	<b>Dec 30</b>	<b>10</b>
		<b>Total estimated Deliverable</b>	

<b>Deliverable 2</b>		<b>Proposed Estimated Deadline</b>	<b>Estimated # days</b>
Train WeShare.unicef.org Administrative Users on the importance of adherence to standards for the integrity and retrieval of assets.		<b>Dec 30</b>	
Sub-Deliverable 2.1	Provide workflow training support to all offices interested in using WeShare.unicef.org.	<b>Dec 15</b>	<b>20</b>
Sub-Deliverable 2.2	Design and develop learning activities and materials for staff on best practices relating to DAM content.	<b>Dec 30</b>	<b>10</b>
Sub-Deliverable 2.3	Monitor, evaluate and report on capacity building outcomes and impacts.	<b>Dec 30</b>	<b>10</b>
		<b>Total estimated Deliverable</b>	

<b>Deliverable 3</b>		<b>Proposed Estimated Deadline</b>	<b>Estimated # days</b>
Develop a governance framework for WeShare.unicef.org		<b>April 30</b>	
Sub-Deliverable 3.1	Support stakeholders in the implementation of the framework	<b>April 15</b>	<b>20</b>
Sub-Deliverable 3.2	Support organizational compliance efforts to develop a cohesive UNICEF multimedia presence within WeShare.unicef.org	<b>April 30</b>	<b>10</b>
Sub-Deliverable 3.3	Design learning activities and materials for staff on best practices for compliance.	<b>April 30</b>	<b>10</b>
		<b>Total estimated Deliverable</b>	

<b>Deliverable 4</b>		<b>Proposed Estimated Deadline</b>	<b>Estimated # days</b>
Technical Support and Troubleshooting		<b>Dec 30</b>	
Sub-Deliverable 4.1	Support the helpdesk and case management for WeShare.unicef.org,	<b>Dec 15</b>	<b>20</b>
Sub-Deliverable 4.2	Providing technical guidance and solutions for incoming queries and requests.	<b>Dec 30</b>	<b>10</b>
Sub-Deliverable 4.3	Assume change management role when after yearly upgrade.	<b>Dec 30</b>	<b>10</b>
		<b>Total estimated Deliverable</b>	

<b>Deliverable 5</b>		<b>Proposed Estimated Deadline</b>	<b>Estimated # days</b>
Integrating DAM services with other UNICEF platforms and services.		<b>June 30</b>	
Sub-Deliverable 5.1	Recommend tools and software selection	<b>June 15</b>	<b>20</b>
Sub-Deliverable 5.2	Collaborate with other units to identify new workflows with the new tools	<b>June 30</b>	<b>10</b>
Sub-Deliverable 5.3	Beta-test new software integrations	<b>June 30</b>	<b>10</b>

<b>Total estimated Deliverable</b>	
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<b>Deliverable 6</b>		<b>Proposed Estimated Deadline</b>	<b>Estimated # days</b>
Risk-reduction for brand abuse or misuse of photos/videos		<b>Aug 15</b>	
Sub-Deliverable 6.1	Contribute towards the Imagery Working Group's efforts to address issues of representation	<b>Aug 1</b>	<b>20</b>
Sub-Deliverable 6.2	Implement best practices for DEI	<b>Aug 1</b>	<b>10</b>
Sub-Deliverable 6.3	Technical support for data privacy and other emerging UNICEF policies	<b>Aug 15</b>	<b>10</b>
		<b>Total estimated Deliverable</b>	

#### APPLICATION GUIDANCE

All applications must contain the following (**incomplete applications will not be taken into consideration**)

1. Fully completed TECHNICAL PROPOSAL
2. Fully completed FINANCIAL PROPOSAL FORM
3. Fully completed applicant online applicant profile
4. Cover letter
5. Resume

#### EVALUATION AND SELECTION PROCESS

**TECHNICAL ASSESSMENT CRITERIA (APPLICATIONS WILL BE EVALUATED BASED ON THE FOLLOWING TECHNICAL CRITERIA):**

<b>Technical Criteria</b>		<b>Grand Total Points</b>
<b>1 Overall Response</b>	<b>Points</b>	<b>6</b>
Completeness of response (complete Technical Proposal form, CV, project lists, and references)	2	
Demonstrates a complete understanding of and is responsive to the Technical Proposal requirements and UNICEF's situation	2	

Proposal is clear and well-written	2	
<b>2 Approach</b>	<b>Points</b>	
Quality of proposed methodologies (sound, comprehensive, realistic and clear)	2	4
Proposed approach will result in attainment of all requirements and objectives	2	
<b>3 Delivery</b>	<b>Points</b>	
The proposed plan for delivering the services required in the Technical Proposal is clear, precise, detailed, realistic and fully supported	5	5
<b>4 Consultant Credentials</b>	<b>Points</b>	
Educational background and expertise	5	55
Ability to perform required tasks based on interview	5	
Range and depth of experience with similar assignment	45	
<b>Total Points Possible (sum of points must match the total # of points as reflected in the Technical Proposal column of the Weight Allocation table)</b>		<b>70</b>

Each Proposal will be evaluated against a weight allocation of **70%** for the technical proposals and **30%** for the financial proposal. The total maximum obtainable is 100 points. The minimum acceptable technical score **is 49**.

*(NOTE: The above numbers are samples only. Please change in line with the needs of the assignment)*

Candidates are requested to submit their Financial Proposal form and it will be evaluated based on the overall financial offer.

**FEE**

*Requests for services under an individual contract requires that the consultant indicates their all-inclusive fees (including lump sum travel and subsistence costs, as applicable) for the services to be provided.*

*When submitting their bid, the consultant is also advised to take into consideration as part of their bid for the assignment the cost of health insurance and/or photographic, video-graphic equipment if such equipment is needed to complete the deliverables of the assignment.*