

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

International Writer Consultant	Funding Code:	Duty Station: Phnom Penh, Cambodia
<p>Purpose of Activity/Assignment: UNICEF works in Cambodia to promote children's healthy development, defend their rights, and assist them in reaching their full potential, from early childhood to adolescence.</p> <p>UNICEF Cambodia is looking for a long-term writer consultant to support the evolving needs of the Communications Team in realising agreed communication plan and its public advocacy and communication mission in relation to various communications products in English language.</p> <p>This advertisement's purpose is two-fold: to select a writer to join the Communication Section for a period of 248 working days, from 22 April 2024 – 21 April 2025 and to establish a roster of a selected small pool of professional writers, who can then be called upon as needs arise.</p>		
<p>Scope of Work:</p> <p>Under the general guidance of the Chief of Communication, this role is responsible for developing communication strategy for Country Programme 2024-2028, communication advocacy and priorities, narratives, campaigns and event strategies/creative concept notes, human interest stories, key messages, copy for photo essays, advocacy briefs, newsletters and blogs, media briefs and press releases, video/radio scripts and social media content in English.</p> <ul style="list-style-type: none"> ▪ Work with the Communication team and Chiefs of all sections to develop communication strategy and communication kit for the new country programme 2024-2028. ▪ Work with the Chief of Communication and other section leads to prepare advocacy and communication materials in relation to the UNICEF advocacy priorities, such as media briefings and responses, web content, press releases, op-eds, fact sheets, Q&As, video/TV/radio scripts, blogs, etc. ▪ Develop precise concept notes and produce professional press kits and social media content for advocacy campaigns including specific content on school readiness, retention, completion, and effective learning, Humanizing Parenting – SBC, Climate Change, Fix my food, World Children's Day, Family Package, Road Safety, CLEAN, and CCRI. ▪ Work with the team to develop and launch UNICEF Cambodia monthly newsletters in a timely manner. ▪ Work with the UNICEF Cambodia Management Team to develop blogs and Op-Eds as needed. ▪ Develop key messages for social media campaigns and initiatives and create content for website, digital, and social media platforms as needed. ▪ Work closely with the Communication Team to develop compelling narratives on UNICEF advocacy messages for various key assets such as videos, concept notes, etc. ▪ Develop donor and fundraising content packages, such as fact sheets, brief notes, beneficiary testimonies, interviews, blogs etc. ▪ Ensure communication materials are inclusive, equitable, consultative, and participatory to carry along all stakeholders, and when relevant, promote SBC principles. ▪ Provide editorial support to the UNICEF Cambodia Communication Team as needed. <p>In all written products, the following considerations must be made:</p>		

- Protecting the rights of the child must be given priority above all considerations when collecting and writing stories and other materials.
- Ensuring evidence generation adheres to UNICEF Procedure for Ethical Standards in Research, Evaluation and Data Collection and Analysis.
- Ensuring clarity, readability, logic, appropriateness as well as engaging writing in all products.
- Ensuring language accuracy. The final product must not require further editing/copy-editing.
- Consulting with a supervisor and other UNICEF colleagues to ensure adherence to UNICEF style and guidelines and alignment with the country programme.
- Ensuring factual accuracy, including accurate representation of the issues and programmes.
- Ensuring any policy briefs related to evaluation adheres to United Nations Evaluation Group's revised Norms and Standards for Evaluation and to UNICEF evaluation guidance.

Duration:

The estimated duration of the assignment is approximately 248 (Two hundred and forty-eight working days from 22 April 2024 and 21 April 2025).

Location:

The assignment is based in Phnom Penh but will require 20 working days traveling to provinces such as Kratie, Rattanakiri, Siem Reap, Battambang, Kandal, Takeo, Kg. Speu, etc. to develop high-quality stories and narratives as requested.

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:

The consultant will engage and interview community including children to develop high-quality human-interest stories, key messages, photo essays, advocacy briefs, newsletters and blogs, media briefs and press releases for ICON, donors, regional, HQ and for UNICEF advocacy and communication materials. At least one UNICEF staff member will be present during all activities. The consultant will adhere to all UNICES Child Safeguarding and PSEA guidelines and protocols.

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):

The Consultant will be responsible for handling the data of children throughout the course of the contract.

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

Budget year: 2024/2025	Requesting Section/Issuing Office: External Communication	Reasons why consultancy cannot be done by staff: It is a specific assignment that requires devoted time and expertise of an individual to develop creative and high-quality narratives and stories requested in English Language. This assignment requires fluency in English in all four areas (read, write, speak, understand) and "Knowledge of "equals a rating of "confident" in two of the four areas.
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify: This activity is planned under Key Result Area 2: Advocacy and Public Campaigns		
Consultant sourcing: <input type="checkbox"/> National <input checked="" type="checkbox"/> International <input type="checkbox"/> Both		
Competitive Selection: <input checked="" type="checkbox"/> Advertisement <input type="checkbox"/> Roster <input type="checkbox"/> Informal competitive (Low Value Contract)		
Single Source Selection: <input type="checkbox"/> (Emergency - Director's approval)		
If Extension, Justification for extension:		
Supervisor: Chief of Communication	Start Date: 22 April 2024	End Date: 21 April 2025

Work Assignments Overview	Deliverables/Outputs	Delivery deadline	Estimated Budget (Percentage of payment)
-Support the development of communication strategy for country programme 2024-2028 - Support the initiative of communication strategies and develop presses, Q&A, and social media contents for Climate Change, Family Package, Road Safety, CLEAN, and CCRI.	Deliverable #1	24 May 2024 (22 working days)	9%
- Support the development of narratives of communication kit on UNICEF country programme 2024-2028	Deliverable #2	25 June 2024 (22 working days)	9%

<ul style="list-style-type: none"> - Support the development of creative concept note for “World Children’s Day 2024”. - Provide editorial support on daily social media content, 2 monthly newsletters, produce 1 Op-Ed, and write 2 HIS on UNICEF advocacies and impacts. 	Deliverable #3	25 July 2024 (22 working days)	9%
<ul style="list-style-type: none"> - Provide editing assistance for donor reports requested from programme sections. - Prepare public-facing contents in line with the communication strategy toward school readiness, retention, completion, and effective learning campaign, including press releases, media briefs and responses, and public speeches. 	Deliverable #4	26 August 2024 (22 working days)	9%
<ul style="list-style-type: none"> - Produce 1 human interest stories and scripts for creative concept assets requested by regional/HQ for World Children’s Day 2024. - Develop press releases and social media content in keeping with the event's concept note/strategy, as well as the introduction of the World Children's Day event. 	Deliverable #5	26 September 2024 (22 working days)	9%
<ul style="list-style-type: none"> - Provide editing assistance for donor reports requested from programme sections. - Provide editorial support on daily social media content, 2 monthly newsletters, produce 2 Op-Ed, and write 4 HIS on UNICEF advocacies and impacts. 	Deliverable #6	31 October 2024 (20 working days)	8%
<ul style="list-style-type: none"> - Prepare advocacy and communication materials - Support the development of narratives and key public health messages - Develop 4 human interest stories across sections - Create 2 blogs and think pieces 	Deliverable #7:	12 December 2024 (28 working days)	11%
<ul style="list-style-type: none"> - Develop daily messages for social media and create contents for digital and social media platforms - Develop 3 human interest stories across sections - Produce creative contents for Bi-monthly newsletter 	Deliverable #8	30 January 2025 (33 working days)	13%

<ul style="list-style-type: none"> - Support the development of creative concept note for “World Children’s Day 2025”. - Develop press releases and social media content in keeping with the event's concept note/strategy, as well as the introduction of the World Children's Day event 	Deliverable #9	13 March 2025 (30 working days)	12%
<ul style="list-style-type: none"> - Provide editing assistance for donor reports requested from programme sections - Provide editorial support on daily social media content, 2 monthly newsletters, produce 2 Op-Ed, and write 4 HIS on UNICEF advocacies and impacts. 	Deliverable #10	21 April 2025 (27 working days)	11%
		248 days	100%

<p>Minimum Qualifications required*:</p> <p><input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>Enter Disciplines:</p> <p>Master’s degree in English, Journalism, Communication, or relevant field</p>	<p>Knowledge/Expertise/Skills required*:</p> <p><u>Qualifications and Experience</u></p> <ul style="list-style-type: none"> ▪ Master’s degree in English, Journalism, Communication, or relevant field, etc. ▪ Three years of progressive experience in communication and writing for an external audience. ▪ Experience in drafting advocacy documents from researches or studies is desirable. ▪ Experience in conducting interviews for collecting information/case studies is desirable. ▪ Experience working with UNICEF or other development organisations is a plus. <p><u>Knowledge and Skills</u></p> <ul style="list-style-type: none"> ▪ Outstanding writing skills in the English language with demonstrated ability for logical and analytical writing as well as ‘de-jargoning’ technical language for a wider audience ▪ Well organised and structured, good attention to detail ▪ Strong communicator with excellent interpersonal skills ▪ Knowledge and understanding of Cambodia and its development context
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	<ul style="list-style-type: none"> ▪ Knowledge of child rights issues is desirable ▪ Be available and willing to travel for the assignments ▪ Have the ability to work under pressure, be open to input/scrutiny, respect cultural contexts and deliver on tight deadlines ▪ Experience working with UN agencies and International Organizations would be desirable <p><u>Competencies</u></p> <ul style="list-style-type: none"> ▪ Works collaboratively with others ▪ Thinks and acts strategically ▪ Manages ambiguity and complexity ▪ Initiative, passion and commitment to UNICEF's mission ▪ Treats all people fairly without favouritism ▪ Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment <p><u>Languages</u></p> <ul style="list-style-type: none"> ▪ Fluency in English is required. Working knowledge of Khmer is desirable. ▪ NOTE: "Fluency equals a rating of "fluent" in all four areas (read, write, speak, understand) and "Knowledge of" equals a rating of "confident" in two of the four areas.
<p>*Minimum requirements to consider candidates for competitive process</p>	<p>*Listed requirements will be used for technical evaluation in the competitive process</p>
<p>Submission of applications:</p> <ul style="list-style-type: none"> ▪ Letter of Interest (cover letter) ▪ CV or Resume ▪ Performance evaluation reports or references of similar consultancy assignments ▪ Financial proposal: All-inclusive lump-sum cost including daily fee, travel international and living expenses, DSA for in country travel for 20 working days, and medical insurance. <p><i>*Transportation will be arranged by UNICEF Cambodia for in country travel for 20 working days to UNICEF targeted provinces.</i></p>	
<p>Evaluation Criteria (This will be used for the Selection Report (for clarification see Guidance))</p>	

- A) Technical Evaluation (100 points) – weight 70%
- Degree and educational background – 20 points
 - Knowledge and skills – 20 points
 - Quality and relevant of previous work – 60 points

B) Financial Proposal (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.

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

Text to be added to all TORs:

Individuals engaged under a consultancy or individual contract 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 and Individual Contractors. Consultants and individual contractors 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 candidate 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 candidates 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. It 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](#) 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.