

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title: National Communication Consultant - Multimedia Content Producer	Funding Code: WBS: 0660/A0/06/880/004/004 Grant: SM210210; Expiry: 30 June 2023 (no cost extension until 31 December 2023) SM230182; Expiry: 30 June 2024	Type of engagement <input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time* <input type="checkbox"/> Individual Contractor Full-Time* *Maximum end date 30 June 2023	Duty Station: Phnom Penh, Cambodia
Purpose of Activity/Assignment: One of the key areas of intervention is Communication. This consultant will work to create multimedia content, such as high-quality visual products and critical support for Communication and Programme sections. The consultant's expertise contributes to delivering high-quality, engaging content, and responding promptly to a dynamic situation. Under the supervision of the Communication Specialist, the consultant will create contents in particular related to graphic design, publication layout, social media graphics, leaflets, posters, videos, photo essays, audio tracks, etc. The consultant will act as a focal point for managing and updating UNICEF public website and work with the communication programme team to provide content access to relevant partners. S/he will ensure that the photo/video database (WeShare) is up to date with all available assets for the wider UNICEF family.			
Scope of Work: <ol style="list-style-type: none"> 1. Using appropriate computer software, the consultant will prepare the design and layout at the ready-for-print stage of materials produced for the Climate Change Campaign, Sexual Extortion Campaign, Fix My Food, IFeelBetter campaign, Sport4Development and other UNICEF-supported programmes. 2. Using UNICEF's equipment, the consultant will work closely with relevant programs and the Chief of Communication and Communication Specialist to produce audiovisual content related to integrated campaigns and other UNICEF-supported programmes. 3. The consultant will work closely with the social media unit to produce social media visual content related to Climate Change Campaign, Sexual Extortion Campaign, IFeelBetter, Sport4Development, and other UNICEF-supported programmes. 4. The consultant will manage the UNICEF Cambodia WeShare portal and is accountable for the classifying and captioning of all the audio-visual content produced. 5. The consultant will review proofs of printed materials submitted by printers and advise on their acceptability or need for correction. 6. The consultant will maintain a roster of graphic resources in the country, including illustrators and artists. 7. The consultant will provide quality assurance support to programme sections when contracting external graphic designers, printing houses and other multimedia creators. 8. The consultant will support the design and development of branding and signage materials such as banners, leaflets, visibility items, reports etc. 9. The consultant will prepare materials and displays for exhibitions; assists programme sections in identifying appropriate graphic materials for inclusion into donor reports and analytical reports. 10. The consultant will ensure proper UNICEF brand identity is followed in all multimedia and print materials. 11. The consultant will update UNICEF Cambodia's website in a timely manner with new content such as press releases, human interest stories, newsletters, new publications, evaluations, peer-reviewed articles, updated text as necessary, etc, following UNICEF's global guidance on website management. 			

- 12. The consultant will produce videos and photos essay related to the UNICEF-assisted programme.
- 13. The consultant will update UNICEF Cambodia's account on the global WeShare database with high-resolution photography and videography, proper captioning and description.

Child Safeguarding

Is this project/assignment considered "[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:

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](#) and [Child Safeguarding FAQs and Updates](#)

Budget Year: 2023 & 2024	Requesting Section/Issuing Office: Communication Section	Reasons why consultancy cannot be done by staff: <i>Due to the vacant of the FT position, Communication Associate – G6 and the expiry contract of current national consultant, there are limited resources within the Comms team who could take extra responsibilities. In addition to this, the expertise is not available inhouse.</i>
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify: <i>This activity is planned under Key Result Area 4: Systems are in place for effective and efficient delivery on communication targets</i>		
Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both Competitive Selection: <input checked="" type="checkbox"/> Advertisement <input type="checkbox"/> <input type="checkbox"/> Roster Single Source Selection <input type="checkbox"/> (Emergency - Director’s approval)		Request for: <input checked="" type="checkbox"/> New SSA – Individual Contract <input type="checkbox"/> Extension/ Amendment
If Extension, Justification for extension:		
Supervisor: Bunly Meas	Start Date: 14 June 2023	End Date: 29 February 2024

Work Assignments Overview	Deliverables/Outputs	Delivery deadline	Payment Schedule
<ul style="list-style-type: none"> ▪ Develop a package of materials to UNICEF’s digital channels ▪ Build the capacity of communication colleagues to update UNICEF institutional website ▪ Upload high-resolution/working file photography and videography and design files to Cambodia - Communication Site 	Deliverable #1	31 July 2023	18 %
<ul style="list-style-type: none"> ▪ Assuring the quality of the second batch of visual assets for the Climate Change campaign and other UNICEF-assisted strategies. ▪ Update the “Climate Change” contents on UNICEF Cambodia’s website ▪ Producing design packages and layout at ready-for-print stage for IECD 	Deliverable #2	1 September 2023	13 %

<ul style="list-style-type: none"> ▪ Produce audio and visual contents for the “Fix My Food” Campaign ▪ Update the “Fix My Food” contents on UNICEF Cambodia’s website ▪ Produce photos essay and design materials for the “Fix My Food” Campaign ▪ Produce photos essay and design materials for “Sport for development” ▪ Produce and layout awareness-raising material packages on child rights for online or offline, and design a final version of SitAn 	Deliverable #3	16 October 2023	16 %
<ul style="list-style-type: none"> ▪ Design fact sheets for donors and fundraising purpose upon requests ▪ Design and upload 2 monthly newsletters on the UNICEF website ▪ Upload 2 HIS on the UNICEF website ▪ Provide quality assurance to contracted vendor regarding parents text for SBC team 	Deliverable #4	8 November 2023	10 %
<ul style="list-style-type: none"> ▪ Provide quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators. ▪ Produce 2 videos and 4 photo essays regarding UNICEF-assisted programmes 	Deliverable #5	8 December 2023	11 %
<ul style="list-style-type: none"> ▪ Develop and maintain a roster of graphic companies and professionals in the country, including illustrators and artists. ▪ Design and development of branding and signage materials such as banners, leaflets, visibility items, reports ▪ Produce 2 videos and 4 photo essays regarding UNICEF-assisted programmes 	Deliverable #6	15 January 2024	14 %
<ul style="list-style-type: none"> ▪ Design and layout communication kit on UNICEF country programme 2024-2028 ▪ Update high-resolution photography and videography with proper captioning and description on UNICEF’s global WeShare database. 	Deliverable #7	29 February 2024	18 %

<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>Master's degree in a relevant field such as journalism, art, design, social studies, etc.</p> <p>*Minimum requirements to consider candidates for competitive process</p>	<p>Knowledge/Expertise/Skills required *:</p> <ul style="list-style-type: none"> ▪ Minimum 1 years' experience in communication, particularly relating to graphic design with a strong command of graphic-design software use ▪ Minimum 1 years' experience in digital media production, such as video and photo production and post-production with sample of relevant work ▪ Experience in using and developing websites, ability to update regularly with proper captioning and description, per UNICEF global guidelines and standards ▪ Experience in producing visual content for social media purposes ▪ Excellence in working cross-culture environment ▪ Experience in filming video and shooting photographs with DSLR cameras such as the Cannon models ▪ Proven experience on Mac & PC video and photo editing platforms ▪ Experience in developing video and written content ▪ Demonstrate the ability to work autonomously and achieve the outcome ▪ Previous experience working with UNICEF or other international development organizations is an asset ▪ Excellence in written, verbal and interpersonal communication skills (Khmer and English) ▪ Ability to work under pressure and meet deadlines ▪ Strong drive for results, setting high standards for quality of work <p>*Listed requirements will be used for technical evaluation in the competitive process</p>
<p>Evaluation Criteria (This will be used for the Selection Report (for clarification see Guidance))</p> <p>A) Technical Evaluation (e.g. maximum 75 Points) B) Financial Proposal (e.g. maximum of 25 Points)</p> <p>- Degree and Education (15 points)</p> <p>- Knowledge and Skill (30 points)</p> <p>- Relevant work experience (30 points)</p>	
<p>Administrative details:</p> <p>Visa assistance required: <input type="checkbox"/></p> <p><input type="checkbox"/> Home Based <input checked="" type="checkbox"/> Office Based:</p> <p>This consultant is required working in the office because he/she will work closely with the chief of communication, communications specialist and all programme sections to produce multimedia contents by using UNICEF's production equipment. Transportation will also be provided by UNICEF to support this consultant's field missions.</p>	<p>If office based, seating arrangement identified: <input checked="" type="checkbox"/></p> <p>IT and Communication equipment required: <input checked="" type="checkbox"/></p> <p>Internet access required: <input checked="" type="checkbox"/></p>

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.