

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

National Communication Consultant - Multimedia Content Producer	Funding Code:	Duty Station: Phnom Penh, Cambodia
<p>Purpose of Activity/Assignment: UNICEF Cambodia is looking for a National Communication Consultant to create excellent multimedia contents in support of communication and advocacy efforts. The consultant's expertise will be instrumental in producing high-quality materials, including graphic designs, publication layouts, social media graphics, leaflets, posters, videos, photo essays, and audio tracks. Additionally, the consultant will oversee the management and updates of the UNICEF public website, collaborating with the communication program team to ensure content accessibility for relevant partners. Furthermore, S/he will ensure that the photo/video database (WeShare) is valid with all available assets for the broader UNICEF family.</p>		
<p>Scope of Work:</p> <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 & Healthy Environment Campaign, Safety Online Campaign, FixMyFood Campaign, Mental Health Campaign, Family Package, Immunization (zero-dose) & mini campaigns (road safety and drowning) and Roka's backpack campaign, CLEAN, CCIR 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 & Healthy Environment Campaign, Safety Online Campaign, FixMyFood Campaign, Mental Health Campaign, school readiness, retention, completion, and effective learning, Humanizing Parenting – SBC, World Children's Day, Family Package, Road Safety, CLEAN, CCRI and other UNICEF-supported programmes. 4. The consultant will update the UNICEF Cambodia WeShare portal and is accountable for uploading new photos and videos to the portal. 5. The consultant will review, input, and provide technical advice (branding, UNICEF guidelines) multimedia content produced by contractors before publication/broadcast. 6. The consultant will review proofs of printed materials submitted by printers and provide technical advise on their acceptability or need for correction. 7. The consultant will support the creation of a roster of graphic resources in the country, including illustrators and artists. 8. The consultant will provide quality assurance support to programme sections when contracting external graphic designers, printing houses and other multimedia creators. 9. The consultant will support the design and development of branding and signage materials such as banners, leaflets, visibility items, reports etc. 10. 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. 11. The consultant will ensure proper UNICEF brand identity is followed in all multimedia and print materials. 12. 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. 13. The consultant will produce videos and photos essay related to the UNICEF-supported programme. <p>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.</p> <p>Location: The assignment is based in Phnom Penh but will require 30 working days traveling to provinces such as Kratie, Rattanakiri, Siem Reap, Battambang, Kandal, Takeo, Kg. Speu, etc. to produce excellent assets/contents per requested.</p>		

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:

The consultant will take photos, videos, and audiovisual of communities including children and young people to produce high-quality multimedia contents. The consultant will adhere to all UNICEF 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 Section	Reasons why consultancy cannot be done by staff: External Communication team has limited capacity on multimedia functions, and none of team members are able to take additional duties that go far beyond their priorities and expertise. Therefore, extra hands of individual expertise are required to produce excellent multimedia contents as requested by programme sections, EAPRO, and HQ in timely manner.
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 checked="" type="checkbox"/> National <input 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:	Start Date:	End Date:
Communication Specialist	22 April 2024	21 April 2025

Work Assignments Overview	Deliverables/Outputs	Delivery deadline	Payment Schedule
<ul style="list-style-type: none"> ▪ Design and layout UNICEF reports and publications. ▪ Design Newsletter and update mailing lists on a regular basis. ▪ Upload press releases and Op-eds per requested. 	Deliverable #1	24 May 2024 (22 working days)	9%
<ul style="list-style-type: none"> ▪ Assuring the quality of the second batch of visual assets for the Family Package, Road Safety, FixMyFood and other UNICEF-assisted strategies. ▪ Produce photos essay and design materials and short films for the “Family Package and Road Safety” Campaigns and children living with disability. ▪ Producing design packages and layout at ready-for-print stage for IECD. ▪ Update and monitor the WeShare portal organized to be usable by Programme and external users. 	Deliverable #2	25 June 2024 (22 working days)	9%

<ul style="list-style-type: none"> ▪ Produce photos essay and design materials and short films for youth engagement and adolescent participation programme and initiatives. ▪ Design UNICEF branded visibilities such as Photo/T-shirts, notebook, pen, hat, etc. ▪ Provide quality assurance to contracted vendor regarding UNICEF branded visibilities. ▪ Upload high-resolution/working file photography and videography and design files to Cambodia - Communication Site. ▪ Produce and layout awareness-raising material packages on school readiness, retention, completion, and effective learning and Humanizing Parenting – SBC Campaigns. 	Deliverable #3	25 July 2024 (22 working days)	9%
<ul style="list-style-type: none"> ▪ Produce audio and visual contents for the “World Children’s Day 2024”. ▪ Produce photo essay and design materials for the “World Children’s Day 2024”. ▪ Update the “World Children’s Day 2024” contents on UNICEF’s website. ▪ Upload HIS and assets of World Children’s Day on ICON. ▪ Design and upload newsletter on the UNICEF website. 	Deliverable #4	26 August 2024 (22 working days)	9%
<ul style="list-style-type: none"> ▪ Provide quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators. ▪ Produce 4 videos and 4 photo essays regarding UNICEF-assisted programmes. ▪ Upload 4 HIS on the UNICEF website. 	Deliverable #5	26 September 2024 (22 working days)	9%
<ul style="list-style-type: none"> ▪ Design and layout Communication Enterprise Content Management – ECM and ensure all contents are regularly update. ▪ 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 2 photo essays regarding UNICEF-assisted programmes. 	Deliverable #6	31 October 2024 (20 working days)	8%
<ul style="list-style-type: none"> ▪ Update high-resolution photography and videography with proper captioning and description on UNICEF’s global WeShare database. ▪ Upload 2 HIS on the UNICEF website. ▪ Design and upload newsletters on the UNICEF website. ▪ Design awareness-raising materials on child rights for online or offline in coordination with SBC team. 	Deliverable #7	28 November 2024 (18 working days)	7%

<ul style="list-style-type: none"> ▪ Provide quality assurance and proof review printed awareness-raising materials produce by external contractor. 			
<ul style="list-style-type: none"> ▪ Design digital wishing card for Khmer New Year and produce digital assets for social media purposes. ▪ Provide technical assistance and quality assurance for publication production such as printing specifications and final color proof review. ▪ Design fact sheets for donors and fundraising purpose upon requests. ▪ Design newsletter and upload 3 human interest stories on the UNICEF website. 	Deliverable #8	24 December 2024 (18 working days)	7%
<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 4 videos and 4 photo essays regarding UNICEF-assisted programmes. ▪ Produce digital graphics for social media purposes. 	Deliverable #9	28 January 2025 (23 working days)	9%
<ul style="list-style-type: none"> ▪ Produce audio and visual contents for the “Climate Change and Healthy Environment and Mental Health” Campaign ▪ Update the “Climate Change and Healthy Environment and Mental Health” contents on UNICEF Cambodia’s website. ▪ Produce photos essay and design materials for the “Climate Change and Healthy Environment and Mental Health” Campaign. 	Deliverable #10	28 February 2025 (23 working days)	9%
<ul style="list-style-type: none"> ▪ Update high-resolution photography and videography with proper captioning and description on UNICEF’s global WeShare database. ▪ Upload high-resolution photography and videography with proper caption and description and update all contents on Communication’s ECM. ▪ Produce 2 videos and 2 photo essays regarding UNICEF-assisted programmes. 	Deliverable #11	21 April 2025 (36 working days)	15%
		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>Master's degree in a relevant field such as journalism, art, design, social studies, etc.</p> <p><i>*Minimum requirements to consider candidates for competitive process</i></p>	<p>Knowledge/Expertise/Skills required *:</p> <ul style="list-style-type: none"> ▪ Minimum 3 years' experience in communication, particularly relating to graphic design with a strong command of graphic-design software use. ▪ Minimum 3 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><i>*Listed requirements will be used for technical evaluation in the competitive process</i></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, DSA for in country travel for 30 working days, and medical insurance. <p><i>*Transportation will be arranged by UNICEF Cambodia for in country travel for 30 working days to UNICEF targeted provinces.</i></p>	
<p>Evaluation Criteria (This will be used for the Selection Report (for clarification see Guidance))</p> <p>A) Technical Evaluation (100 points) – weight 70%</p> <ul style="list-style-type: none"> ▪ Degree and educational background – 10 points ▪ Knowledge and skills – 25 points ▪ Quality and relevant of previous work – 65 points <p>B) Financial Proposal (100 points) – weight 30%</p> <p><i>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.</i></p>	

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.