

**TERMS OF REFERENCE FOR LOCAL INDIVIDUAL CONSULTANT**  
**LONG-TERM AGREEMENT**

**Long Term Agreement (LTA) for Engagement of Local Individual Consultants as Writers**

**Duty Station:** Home based consultancy contracts

**Duration of LTA:** Two years with the possibility of extension for one more year (max. 3 years)

**Closing Date:** 12 September 2023

**1. BACKGROUND / RATIONALE**

UNICEF works towards realization of the rights of children as prescribed in the Convention of the Rights of the Children. These rights pertain to child survival, protection, development, and participation.

There is an ongoing requirement for the production of communication, advocacy, donor relations and fundraising materials that document key children's issues, ongoing responses in the field, and develop communication materials to support UNICEF's communication, advocacy and visibility efforts with legislatures, policymakers, media, donors, partners and the public at large.

These high-quality content packages include advocacy toolkits, human interest stories, scripts, adverts, brochures, emailers, letters, brochures, proposals, ad copies, social media content etc., that document UNICEF related initiatives. These will be disseminated through different channels, including online, social media networks, partner networks and donor reports.

To meet this requirement, UNICEF would like to engage the services of writers for documenting UNICEF activities and programmes in Armenia.

**2. PURPOSE OF ASSIGNMENT**

To meet these requirements, UNICEF would like to engage the services of writers for documenting UNICEF activities and programmes for different audiences such as the general public, donors, supporters and partners.

**3. OBJECTIVE(S)**

The overall objective is to set up a Long-Term Agreement to facilitate and expedite the process by which UNICEF will hire writers as required for specific projects to develop marketing, communication and advertising materials that explain UNICEF's activities in the field to raise awareness and increase the trust towards the brand.

**4. PROGRAMME AREA AND SPECIFIC PROJECT AREA**

Cross-cutting.

**5. MAJOR TASKS TO BE ACCOMPLISHED**

Successful respondents must provide well-written and edited content for website, media, marketing communication, human interest stories as mentioned – all the above not only to inform the audience but to engage them deeply enough to ensure they respond by taking a direct action on behalf of children. Tasks include, but may not be limited to:

- i. Write, edit and finalize crisp, concise, text for all documents. Ensure Issues and characters being documented, in-depth interviews of community, service providers, government counterparts, beneficiaries, while being mindful of sensitivities of specific situations, to support the story writing.

- ii. Work in close coordination (where required) with photographers to help capture relevant, powerful captions of photographs for their stories and photo essays.
- iii. Ensure all consent forms are signed by the caregivers/parents for all the children featured in the content.
- iv. Review, edit, and consolidate material for knowledge products, ensuring clarity and continuity of the argument and clarity of structure and core themes.
- v. Write digital content media as required, including project factsheets, webpages, stories of change, and knowledge products such as forewords, prefaces, etc.
- vi. Ensure implementation of the UNICEF style guide.
- vii. Draft blurbs, stories, and content as may be required for the website.
- viii. Be available for feedback and inputs as per the requirement of the office.
- x. Be available for several rounds of editing with regards to stories.
- xi. Deliver on tight, short timelines as needed.

**Responsibilities of the Consultant:**

- i. The consultant will use their own equipment; laptops, microphones, software and other accessories that may be required for this task.
- ii. The consultant will not give the content/material or any part thereof, to any third party without the written permission of UNICEF. All components will be a property of UNICEF, and the consultant will not share the same with anyone else.
- iii. The consultant will be mentioned as author under the human-interest stories and some articles, while for other content assets, their name will not be mentioned. The only organization branding will be UNICEF, if required. And this will be communicated to the content developer at the beginning of the assignment.

**Responsibilities of UNICEF:**

- i. UNICEF will provide all details pertaining to the activity and the requirements
- ii. UNICEF will orient the consultant on UNICEF's branding guidelines

**6. DELIVERABLES**

S. No.	Tasks for different areas	Deliverable	Specific delivery date/deadline for completion of deliverable	Estimated travel required for completion of deliverable
1	Website	- Human interest stories - blogs - Website articles - Photo essays - Expert interviews	As and when requested by UNICEF	
2	Media	- Opinion pieces, - Media articles - Brochures, leaflets, one-pagers	As and when requested by UNICEF	

## 7. DUTY STATION:

Yerevan and all regions and communities of the Republic of Armenia

## 8. TRAVEL:

All regions and communities of Armenia.

## 9. ESTIMATED DURATION OF LTA

The Long-Term Agreement will be for a duration of three years. The initial period would be for two years with an option for renewal for a subsequent year on the same rates, terms and conditions, subject to satisfactory performance evaluation and continuing need for the service. The services of the consultants selected under the LTA would also be made available to other UN agencies in Armenia.

## 10. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ LANGUAGE SKILLS REQUIRED (Please use as applicable)

- A minimum of Bachelor's degree in Communications, Literature, Marketing, Journalism, Advertising, Creative/technical writing, Public Health, Social Sciences related field. A Diploma in a relevant field with experience can be considered in lieu of the degree.
- A minimum of 5 years of experience in media/journalism, public relations, communication and behaviour change communications, and advocacy is mandatory.
- Experience in writing for the Government and/or International Organizations is desirable.
- Experience in copy editing is desirable.
- Experience and quality of work demonstrably meet the highest international standards.
- An excellent track record, along with experience writing about the social development sector, is desirable.
- Excellent ability to conduct research and interviews whenever needed to build the communication material
- Ability to analyze, plan, communicate effectively orally and in writing draft reports
- Fluency in oral and written Armenian is required
- Knowledge of English will be an asset.

Note: Candidates are free to apply to any category based on their qualifications and experience. They can also apply for multiple categories or all of them. UNICEF will award LTA to top ranked 10 candidates. A candidate may be awarded LTA for one or more than one category.

## 11. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

The selection of consultants for the LTA will be based on technical evaluation and financial offers in the ratio of 70:30. The criteria for technical evaluation will be as follows:

Criteria	Marks	
	Min	Max
1. Cover Letter – Explaining the motivation for applying and explaining how the qualifications and skill set of the candidate are suitable for this position.	10	10
2. Curriculum Vitae (with emphasis on relevant work experience and educational qualifications)	15	20
3. Work Samples– This includes three previously written human-interest stories/reports/advertising materials/content created/proposal as per the required assignment	25	40

<b>TOTAL TECHNICAL SCORE</b> The minimum overall qualifying score is 56. Only those candidates who meet the overall qualifying marks of 56 and score the minimum cut-off in each of the above sub-criteria, including the interview, will be considered and their financial offer will be opened.	<b>50</b>	<b>70</b>
<b>Financial Score</b> The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of 70:30		<b>30</b>
<b>TOTAL</b>		<b>100</b>

## 12. PAYMENT SCHEDULE

The LTA to be signed will have a fixed fee rate for three years. However, UNICEF does not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on forthcoming needs.

## 13. CONTRACTS CREATED AGAINST THE LTA.

Whenever writer services are required, details of the requirement/deliverables including quantities and deadlines will be presented to the top-ranking LTA holder. Should this consultant not be available for this assignment, UNICEF will contact the second ranked consultant and so on.

Upon receipt of confirmation of availability and interest in the assignment, a contract will be issued with the prices/fees agreed in the LTA. The consultant must sign the contract prior commencement of work.

Payment will be made after completion of deliverables and submission of invoices for the actual work completed, subject to satisfactory performance.

## HOW TO APPLY

The deadline for the submission of applications is **12 September 2023**.

The application to be submitted through the online portal should contain 3 separate attachments:

- I. **Curriculum Vitae (CV) (to be uploaded online)**
- II. **Three Work Samples – This includes three previously written human-interest stories / reports / advertising materials / content created / proposal. It is critical to submit work samples as you will observe from the advertisement that marks have been assigned to these criteria for arriving at the most suitable candidate.**
- III. **A financial proposal indicating professional fee as per the above template. Please do not forget to specify your name in the file while saving. (To be uploaded under other supporting documents).**
- IV. **Certificates of mandatory courses (Ethics and Integrity at UNICEF (2020 version); Prevention of Sexual Harassment and Abuse of Authority (2021 version) & Sexual Exploitation Abuse (PSEA) (2021 version), and BSAFE consolidated in one single pdf (to be obtained within one week upon selection).**

***Without above mentioned 3 (I-III) documents your application will be considered incomplete and invalid and will not be considered further.***

- Any attempt to unduly influence UNICEF's selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Female candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.