

United Nations Children’s Fund

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title	Funding Code	Type of engagement	Duty Station:
Creative Planning National Consultant	PARMO Funds 5750/A0/05/001/010/00 1	<input checked="" type="checkbox"/> Consultant	Ho Chi Minh City

Purpose of Activity/Assignment: The consultant will plan creative activities for affiliate marketing campaigns

Scope of Work:

- UNICEF is initiating three crucial campaigns to support children in need. We are looking for a creative consultant to contribute their skills and expertise to make these campaigns successful. The unique nature of these campaigns requires a freelancer's flexibility and creative independence. An individual consultant can provide a personalized touch and innovative solutions, enhancing the impact of our initiatives.
- The primary objective is to create compelling and effective creative materials that resonate with our target audience, fostering engagement and boosting partnership efforts. The consultant will play a pivotal role in translating UNICEF's mission into visually captivating and emotionally resonant content.
- This consultancy is to provide technical support to UNICEF Viet Nam, particularly the Partnership and Resource Mobilization Office (PARMO), to implement the multi-channel affiliate marketing strategy and creative.
- The Creative Planning Consultant will initiate creative ideas and drive online action; manage, develop and grow our idea strategically; and be at the centre of meeting our campaign and marketing goals. The Consultant will develop our affiliate strategy with oversight from the leadership team and implement it through expert, hands-on execution.
- The Consultant will work closely with the Digital Marketing and Community Development Consultant.

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 x 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: 2024	Requesting Section/Issuing Office: PARMO		
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify:			
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: Strategic Partnership and Marketing Specialist	Start Date: 2 May, 2024	End Date: 15 October 2024	
Work Assignments Overview	Deliverables/ Outputs	Delivery deadline	Estimated level of effort (days)
Task 1: Creative Direction	Creative Direction Proposal		30 days
1.1 Conduct a thorough analysis of UNICEF's brand guidelines, previous campaigns, and the current socio-economic context.	Analysis report in proposal	10 – 23 May 2024	10 days
1.2 Engage in a discovery session with UNICEF's project team to understand campaign objectives, target audience, and key messaging.	Target Audience Analysis report and Key message proposed	24 May – 6 June 2024	10 days
1.3 Develop a comprehensive creative direction document, including visual references, color schemes, and a written narrative outlining the proposed approach.	Creative Direction Proposal	7 - 20 June 2024	10 days
Task 2: Creative Ideas	Creative Idea Proposal		30 days
2.1 Brainstorm and ideate creative concepts for each campaign, ensuring alignment with the approved creative direction	2 initiative ideas proposal with clear	21 June – 4 July 2024	10 days

	research and effectiveness provement report		
2.2 Present a range of ideas, including visual elements, content suggestions, and potential multimedia strategies.	Ideas presentation & revision proposal after 2 rounds of feedback from UNICEF	5 – 18 July 2024	10 days
2.3 Incorporate feedback from UNICEF's project team to refine and finalize the selected concepts	Final Creative Idea Proposal	19 July – 1 August 2024	10 days
Task 3: Execution Following Up	Execution brief		40 days
3.1. Translate approved creative concepts into tangible assets, including but not limited to posters, social media graphics, video content, and other promotional materials.	Assets, materials list in execution brief	2 - 15 August 2024	10 days
3.2. Provide regular updates on the progress of the execution, seeking feedback and approvals at key stages.	Assets, materials requirement in details	16 – 29 August July 2024	10 days
3.3. Iterate and refine materials based on feedback, ensuring alignment with UNICEF's mission and campaign goals.	Assets, materials feedback reports in execution	30 August – 26 September 2024	20 days
Total			100 days

<p>Payment schedule: The payment for the consultancy will be in 3 instalments:</p> <ul style="list-style-type: none"> • Payment 1: Upon submission of deliverables for tasks 1.1, 1.2, and 2.1 (30 working days): (20 June 2024) • Payment 2: Upon submission of deliverables for tasks 1.3, 2.2, and 2.3 (30 working days): (1 August 2024) • Payment 3: Upon submission of deliverables for tasks 3.1, 3.2 and 3.3 (40 working days): (4 October 2024) 			
<p>Minimum Qualifications required*:</p>		<p>Knowledge/Expertise/Skills required *:</p>	
<p><input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <ul style="list-style-type: none"> • Bachelor's degree in Business/Marketing/Communication preferred 		<ul style="list-style-type: none"> • A minimum of five years of professional experience in digital business and performance is required with progressively increasing responsibilities, including direct responsibility for setting and meeting income targets. • Experienced in raising significant amounts of funds for non-profit organizations from the general public and/or successful marketing for consumer goods/services etc. is desirable. • Experienced in running marketing/marketing campaigns in different channels and media. • Experienced in leading a marketing/marketing/campaign team. • Knowledge of and proven ability to develop and implement marketing strategies. • Excellent team player, but also able to work independently. • Experienced in managing agencies and other external service providers. • Strategic thinker, able to plan ahead. • Literate in all standard Office applications and other software solutions like customer databases • Experience with building and maintaining forms, surveys and other user engagement features, and running reports/interpreting audience analytics. • Comfort moving between different departments and bridging different goals/strategies within the organization • Display creativity and initiative; respond quickly to last-minute needs and changing priorities. • A team player that is detail-oriented, organized, motivated and creative. • Propensity for innovation and the pursuit of improvement. • Must have good judgment and the ability to handle confidential matters. • Enthusiasm for public media with a desire to create and share a solid case for support with staff, donors, viewers <hr/> <ul style="list-style-type: none"> • Great influencing and messaging skills. • Fluent in English. 	

	<ul style="list-style-type: none"> • Knowledge of UNICEF and non-profit organizations is an advantage.
<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>Evaluation Criteria (This will be used for the Selection Report (for clarification see Guidance))</p> <p>A) Technical Evaluation (e.g. maximum 75 Points)</p> <ul style="list-style-type: none"> • Educational background (20 points): Advanced university degree or equivalent experience in marketing & communication, brand & communication, digital communication or related fields. • Relevant work experience (45 points): <ul style="list-style-type: none"> - A minimum of five years of professional experience in digital business and performance is required with progressively increasing responsibilities, including direct responsibility for setting and meeting income targets. - Background/ familiarity with marketing and communication. Field work experience including creative service. - Knowledge on the theories, principles, and methods in the following areas: marketing & communication, brand building, brand & communication, digital marketing, consumer insight, market research (15 points) - Experience of working in the UN or other international development organizations is desirable (10 points) • Required language(s) (10 points): Good written and communication skills in both Vietnamese and English. • Others: <p>B) Financial Proposal (e.g. maximum of 25 Points)</p> <ul style="list-style-type: none"> • 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 50 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 if needed. 	
<p>Administrative details:</p> <p>Visa assistance required: <input type="checkbox"/></p> <p><input checked="" type="checkbox"/> Home Based <input type="checkbox"/></p>	<p>If office based, seating arrangement identified: <input type="checkbox"/></p> <p>IT and Communication equipment required: <input type="checkbox"/></p> <p>Internet access required: <input 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.

