

TERMS OF REFERENCE

Content Creation Consultant

Type of contract: *National individual consultancy*

Duration: 11 months, approx. October 2021 – September 2022, full-time

1. BACKGROUND AND JUSTIFICATION:

As COVID-19 has reshaped the way we work and live, digital engagement has started to play a crucial role in UNICEF's response to global shifts in the fields of communication, fundraising, advocacy and development. Effective use of a variety of digital channels to communicate UNICEF's key messages through relevant content, interactive experiences and dialogue, allow individuals to connect with our work directly, thus creating valuable relationships with both online and offline supporters.

In order to strengthen engagement through digital platforms to help position UNICEF in Belarus as a knowledge leader, expand outreach and broaden engagement around children's rights, UNICEF in Belarus would like to engage an individual consultant for content creation and copywriting.

2. PURPOSE/ OBJECTIVE:

Under the guidance and supervision of the Communication Specialist, the consultant will assist UNICEF in Belarus Country Office in (1) drafting and editing engaging content for the web (2) maintaining UNICEF in Belarus online presence to support implementation of the Country Communications Strategy, as well as Programme and Fundraising objectives, in line with the Country Programme Document, Global Communication and Public Advocacy Strategy.

3. KEY TASKS AND DELIVERABLES:

Web experience management, including content creation, editing and copywriting.

No	Deliverables	Timeframe for deliverable (deadline)	Consultancy Days
1	Content creation and copywriting for the web <ul style="list-style-type: none">- Maintain a content plan for Country Office website and contribute to plans for UNICEF-supported websites, such as U-Platform, Mental Health platform, Bebbo, Advokot, Prostodeti.by and others as relevant- Manage Country Office website on a daily basis and ensure key deadlines are met for the dissemination of time-sensitive content;- Maintain regular contact with external parties drafting content for UNICEF-supported websites- Edit relevant content generated for UNICEF-supported websites,- Participate in different communications and advocacy events, field trips and fundraising campaigns to generate (live) social media content	On a daily basis	11 months

	<ul style="list-style-type: none"> - Draft and edit written materials for social media; - Adapt multimedia assets from HQ Division of Communication for the local audience; 		
2	<p>Digital presence maintenance and reporting</p> <ul style="list-style-type: none"> - Actively engage with online audiences through digital channels; - Set up Social listening account based on relevant keywords and adjust strategies based on insights; - Generate and analyse reports on web traffic and KPIs using Google Analytics, Hootsuite, and other social media focused analytics channels. - Report on a monthly basis with an agreed template. - Draft tasks and work closely with external designers to make sure all visibility materials designed for web meet UNICEF visibility standards; - Work in close contact with external contractors on digital campaigns; - Maintain photo, video, design samples library in good order. 	On a daily basis	11 months

4. SUPERVISION, WORK RELATIONS & OVERSIGHT

The consultant will report to Communication Specialist for direct supervision. They will work in close cooperation with Communication Officer, Partnerships Officer and Programme Specialists when appropriate, in consultation with Representative.

5. TRAVEL

If UNICEF determines that the Contractor needs to travel in order to perform his or her assignment, that travel shall be specified in the contract and the Contractor’s travel costs shall be set out in the contract: In cases where travel costs have not been set out in the individual contract, the consultant and individual contractors are expected to submit, within ten days of completion of a specific travel, a voucher for reimbursement of travel expenses to the Operations section. Reimbursements shall only be processed if travel was duly authorized in the individual contract or by an authorized manager of the contracting section, in writing and prior to the travel. Consultants and individual contractors are responsible for assuming costs for obtaining visas and travel insurance.

6. PAYMENT CONDITIONS:

Remuneration amount will be based on the qualification of the consultant and will be paid monthly in accordance with daily rate upon certification of deliverables.

Payments will be made based on monthly invoices upon submission of deliverables.

7. UNSATISFACTORY PERFORMANCE:

Payment of fees to the Contractor under this contract, including each installment or periodic payment (if any), is subject to the Contractor’s full and complete performance of his or her obligations under this contract with regard to such payment to UNICEF’s satisfaction, and UNICEF’s certification to that effect.

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines. All materials developed will remain the copyright of UNICEF and that UNICEF will be free to adapt and modify them in the future. This ToR is an integral part of the contract (SSA) signed with the consultant.

8. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/ EXPERIENCE REQUIRED

Education

- At least a Bachelor's Degree in journalism, marketing, PR, digital communications, social sciences, communication or a related field.

Work experience

- At least 2 years of experience in copywriting, social media management, PR, journalism or writing for the web;

- Excellent content creation and writing skills, experience developing compelling content to generate responses from audiences online;

- Understanding of web experience management as well as demonstrated skill in maintaining websites and social media accounts, especially VKontakte, Facebook, Instagram, TikTok, Odnoklassniki, Viber, Telegram as well as experience with new media, preferably with a development organization;

- Knowledge and understanding of the local and global digital landscape and trends;

- Ability to take quality photographs and live videos, as well as basic photo and video editing skills.

Language Proficiency

Fluency in written and spoken Russian and Belarusian is essential. Ability to create and edit content in Belarusian is required. At least upper intermediate English is required.

9. PROCESS FOR APPLICATION

Proposal from candidates should include:

- 1) A completed UN P-11 form;
- 2) Cover letter in Russian (2 pages max);
- 3) One non-academic writing sample in Russian (social media post, short story or journalistic piece);
- 4) Examples of social media profiles previously managed, including visuals and/or links;
- 5) Two design samples produced for social media in open source graphic design programmes, such as Canva and/or a video sample produced for social media;
- 6) Financial Proposal, indicating desired monthly rate.

Criteria for selection of proposals:

- 1) Previous experience and qualifications – 30%
- 2) Cover letter – 20%
- 3) Writing sample – 25%
- 4) Design sample – 15%
- 5) Financial proposal – 10%

Deadline for submissions: 18 October, 2021