



CONSULTANCY - TERMS OF REFERENCE

Title: Copy Editor/Writer

Division: UNICEF Office of Innovation, Stockholm, Sweden

Duration: 11 months

Duty Station: Stockholm Sweden/ Remote

Number of recruitments: 2 Consultants

Advertising summary

UNICEF's Office of Innovation (OOI) is seeking a professional copy writer and editor to produce engaging and dynamic communications assets, clarifying abstract concepts and simplifying complex messages to a wide range of audiences through print, digital and social media platforms.

The successful candidate will be a part of the Partnerships and Communications Team based in Stockholm working across OOI teams. Remote-based candidates will be required to work hours complementary to the CET time zone.

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 ☒ 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](#)



UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

For every child...innovate

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UNICEF has a 75-year history of innovating for children. We believe that new approaches, bold partnerships and technologies are critical to improving the lives of all children, everywhere.

The Office of Innovation is a creative, interactive, and agile team in UNICEF. We sit at a unique intersection, where an organization that works on huge global issues meets the startup thinking, the technology, and the partners that turn this energy into scalable innovative solutions.

UNICEF's Office of Innovation does this by:

- Connecting with the youth generation as co-shapers, designers and doers for social change in their communities as well as for setting a pace of change for generations of children to come.
- Provoking change for children through an entrepreneurial approach to harness rapidly moving innovations and apply them to serve the needs of all children.
- Creating new models of partnership that leverage core business values across the diversity of public and private sectors to collectively accelerate the delivery of results for children.

How can you make a difference?

Embedded in the Communication Team, the consultant will ensure quality control, alignment with UNICEF's editorial style guide, consistency in tone of voice, coherent messaging, and brand alignment in all UNICEF's Office of Innovation communication assets.

Your main responsibilities will be:

- Create and edit communications assets, including but not limited to web articles, press releases, speeches, factsheets, talking points, thought pieces, reports and social media texts aligned with the UNICEF style guide.
- Adhere to managing multiple deadlines in alignment with the required sign off processes within UNICEF's Office of Innovation to ensure all products are fact-checked and accurate before completion.
- Ensure all written work is authentic, original and appropriately cited and/or referenced.

	Deliverables/Outputs	Timelines	Payment Schedule
1	<p>Write 1x thought piece per month for the OOI website or LinkedIn, including research, content gathering, editing and review process. Write 1x web articles other communications assets such as web pages, press releases including research, content gathering, editing and approval process per month.</p> <p>Write or edit 2x 10-page reports/ submission quarterly.</p> <p>Write 2x 800-word project/ initiative summaries bi-monthly.</p> <p>Support Comms Manager with ad hoc writing and editing assignments such as talking points, speeches and briefing notes about 2x per month.</p> <p>Write 1 pager fact sheets with accompanying social media posts quarterly.</p> <p>1x human interest stories per quarter.</p> <p>Write or edit 1 x thought piece for internal and platforms monthly.</p> <p>Write 1x scripts for videos assets quarterly.</p> <p>Write copy for 1x photo essays and accompanying social media copy, quarterly.</p>	Month 1, 2, 3	9% each month

2	<p>Write 1x thought piece per month for the OOI website or LinkedIn, including research, content gathering, editing and review process. Write 1x web articles other communications assets such as web pages, press releases including research, content gathering, editing and approval process per month.</p> <p>Write or edit 2x 10-page reports/ submission quarterly.</p> <p>Write 2x 800-word project/ initiative summaries bi-monthly.</p> <p>Support Comms Manager with ad hoc writing and editing assignments such as talking points, speeches and briefing notes about 2x per month.</p> <p>Write 1 pager fact sheets with accompanying social media posts quarterly.</p> <p>1x human interest stories per quarter.</p> <p>Write or edit 1 x thought piece for internal and platforms monthly.</p> <p>Write 1x scripts for videos assets quarterly.</p> <p>Write copy for 1x photo essays and accompanying social media copy, quarterly.</p>	Month 4, 5, 6	9% each month
3	<p>Write 1x thought piece per month for the OOI website or LinkedIn, including research, content gathering, editing and review process. Write 1x web articles other communications assets such as web pages, press releases including research, content gathering, editing and approval process per month.</p> <p>Write or edit 2x 10-page reports/ submission quarterly.</p> <p>Write 2x 800-word project/ initiative summaries bi-monthly.</p> <p>Support Comms Manager with ad hoc writing and editing assignments such as talking points, speeches and briefing notes about 2x per month.</p> <p>Write 1 pager fact sheets with accompanying social media posts quarterly.</p> <p>1x human interest stories per quarter.</p> <p>Write or edit 1 x thought piece for internal and platforms monthly.</p> <p>Write 1x scripts for videos assets quarterly.</p> <p>Write copy for 1x photo essays and accompanying social media copy, quarterly.</p>	Month 7, 8, 9	9% each month

4	<p>Write 1x thought piece per month for the OOI website or LinkedIn, including research, content gathering, editing and review process.</p> <p>Write 1x web articles other communications assets such as web pages, press releases including research, content gathering, editing and approval process per month.</p> <p>Write or edit 2x 10-page reports/ submission quarterly.</p> <p>Write 2x 800-word project/ initiative summaries bi-monthly.</p> <p>Support Comms Manager with ad hoc writing and editing assignments such as talking points, speeches and briefing notes about 2x per month.</p> <p>Write 1x 1 pager fact sheets with accompanying social media posts quarterly.</p> <p>1x human interest stories per quarter.</p> <p>Write or edit 1x thought piece for internal and platforms monthly.</p> <p>Write 1x scripts for videos assets quarterly.</p> <p>Write copy for 1x photo essays and accompanying social media copy, quarterly.</p>	Month 10, 11	9% month 10 10% month 11
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To qualify as an advocate for every child you will have...

- An advanced university degree (Masters or higher) in journalism, communications, linguistics, public relations or other relevant field.
**A first University Degree in a relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree.*
- A minimum of 8 years of relevant professional experience in writing and content development for international organizations or media.
- Developing country work experience and/or familiarity with emergency is considered an asset.
- Have extensive experience in copy editing and writing.
- Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

Travel:

- A remote-based consultant is expected to travel one time to Stockholm, for a stay of up to 10 days during the duration of the contract.
- The consultant is responsible for arranging his/her own travel, including visa and travel insurance.

Payment details and further considerations

- € Payment of professional fees will be based on the 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.

How to apply:

- ⌘ Interest applicant is required to submit a financial proposal with all-inclusive fee. Please see the financial proposal template.
- ⌘ Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance
- ⌘ **Applications without a financial proposal will not be considered.**

For every Child, you demonstrate...

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability ([CRITAS](#)).

To view our competency framework, please visit [here](#).

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors 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.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

Remarks:

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

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.

SUPERVISOR: Gbolayemi Lufadeju

PREPARED BY: Gbolayemi Lufadeju

Signature and date: 1/Mar/2024 

APPROVED BY: Patty Alleman

Signature and date: 8/Mar/2024 

ACKNOWLEDGED BY CONSULTANT:

Name, signature and date: _____