

Terms of Reference

International Full-Time Writer

Contract modality: Consultant contract or Individual Contractor

Section: External Communication

Duty station: [Phnom Penh, Cambodia] , home-based , or hybrid

Duration: [11.5 months, 4 August 2022 to 18 July 2023]

1. Background

UNICEF Cambodia's Communication Section is responsible for the organisation's public advocacy and communication, risk communication and community engagement in the country. To fulfill this mission, a wide range of communication assets and materials are produced on a regular basis, including documents for advocacy, accountability, awareness-raising, information sharing, community engagement and fundraising purposes.

The Communication Section works closely with programme teams and partners to communicate with the media, the public, and donors to advocate for a wide range of issues, aiming to improve the lives of Cambodian children and youth. Since early 2021, a crucial part of this work has been UNICEF Cambodia's response to the COVID-19 pandemic. The Communication Section plays a leading role in raising awareness of precautionary measures against COVID-19 and providing people with the most scientifically accurate and up to date information on vaccinations.

Compelling written materials are therefore an integral part of UNICEF's brand, and as such, its publications and other documents must be clearly understood and resonate with their intended audience and be professionally crafted following global communication guidelines.

UNICEF Cambodia is in need of external support for various communication products in the English language. This advertisement's purpose is two-fold: to select a writer to join the Communication Section for a period of 11.5 months and to establish a roster of a selected small pool of professional writers, who can then be called upon as needs arise.

2. Purpose

UNICEF Cambodia is looking for a writer to support the evolving needs of the Communications Team in realising agreed communication plans for the period of 10 June 2021 – 25 May 2022 (11.5 months), including support in creating a wide range of communication assets and materials related to COVID-19 prevention measures and the roll out of the COVID-19 vaccines.

Under the general guidance of the Chief of Communication, this role is responsible for developing narratives, human interest stories, key messages, copy for photo essays, advocacy briefs, newsletters and blogs, media briefs and press releases, video/radio scripts and social media content in English.

3. Work Assignment

- Work with the Chief of Communication and other section leads to prepare advocacy and communication materials in relation to the UNICEF advocacy priorities, such as media briefings and responses, web content, press releases, op-eds, fact sheets, Q&As, video/TV/radio scripts, blogs, etc.

- Develop human interest stories by visiting communities to collect the stories and/or support UNICEF programme staff in writing human interest stories, including through assisting with shaping story angles, providing writing tips, and supporting with the finalization of stories.
- Work with the team to develop and deliver UNICEF Cambodia bi-monthly newsletters in a timely manner.
- Work with the UNICEF Cambodia Management Team to develop blogs and think pieces.
- Develop key messages for social media (daily) and create content for digital and social media platforms as needed.
- Work closely with the Communication Team to develop compelling narratives for various key assets such as videos, concept notes, etc.
- Develop donor and fundraising content packages, such as fact sheets, beneficiary testimonies, interviews, blogs etc.
- Ensure communication materials are inclusive, equitable, consultative and participatory to carry along all stakeholders, and when relevant, promote C4D/SBCC principles.
- Provide editorial support to the UNICEF Cambodia Communication Team as needed.

In all written products, the following considerations must be made:

- Protecting the rights of the child must be given priority above all considerations when collecting and writing stories and other materials
- Ensuring evidence generation adheres to UNICEF Procedure for Ethical Standards in Research, Evaluation and Data Collection and Analysis.
- Ensuring clarity, readability, logic, appropriateness as well as engaging writing in all products
- Ensuring language accuracy. The final product must not require further editing/copy-editing
- Consulting with a supervisor and other UNICEF colleagues to ensure adherence to UNICEF style and guidelines and alignment with the country programme
- Ensuring factual accuracy, including accurate representation of the issues and programmes
- Ensuring any policy briefs related to evaluation adheres to United Nations Evaluation Group’s revised Norms and Standards for Evaluation and to UNICEF evaluation guidance.

4. 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):

5. Qualifications or Specialized Knowledge/Experience Required

Qualifications and Experience

- Master’s degree in English, Journalism, Communication, or relevant field

- Minimum 3 years of progressive experience in communication and writing for an external audience
- Experience in drafting advocacy documents from researches or studies is desirable
- Experience in conducting interviews for collecting information/case studies is desirable
- Experience working with UNICEF or other development organisations is a plus.

Knowledge and Skills

- Outstanding writing skills in the English language with demonstrated ability for logical and analytical writing as well as ‘de-jargoning’ technical language for a wider audience
- Well organised and structured, good attention to detail
- Strong communicator with excellent interpersonal skills
- Knowledge and understanding of Cambodia and its development context
- Knowledge of child rights issues is desirable

Competencies

- Works collaboratively with others (Level 1)
- Thinks and acts strategically (Level 1)
- Manages ambiguity and complexity (Level 1)
- Initiative, passion and commitment to UNICEF's mission

Languages

- Fluency in English is required. Working knowledge of Khmer is desirable.
- NOTE: "Fluency equals a rating of "fluent" in all four areas (read, write, speak, understand) and "Knowledge of" equals a rating of "confident" in two of the four areas.

6. Location

The consultancy is partially office-based, with no more than three days per week in the office in Phnom Penh. The office days are determined on a team rotation bases and do not require additional sitting station for the communication team. The consultant will travel frequently within the country. The Consultant will be expected to dedicate 20 days to field visits in Battambang, Banteay Meanchey, Siem Reap, Kratie, Monduliri and Ratanakiri provinces.

7. Duration

The estimated duration of this agreement is 11.5 months, from 4 August 2022 to 18 July 2023.

8. Deliverables

The writer is expected to produce the following deliverables:

<i>Deliverables and descriptions</i>	<i>Due date</i>
1. - Two social media messages are delivered every working day. - Three webpage updates are delivered, one paragraph each. - Two video scripts including concept notes are delivered within this period. - One press release and one op-ed, including related Q&A if necessary are developed and delivered during this period. - One story on the delivery of the Oxygen plant / USAID is written and published.	31 August 2022
2. - Two human interest stories are delivered. - Bi-monthly newsletter is written and published.	30 September 2022

<ul style="list-style-type: none"> - Two social media messages are delivered every working day. - The advocacy content sent by GCA as part of the monthly calendar is adapted for Cambodia and delivered to Social Media team. - One press release on the Climate Change campaign is written. - One donor focused story is written and published including fact sheets, beneficiary testimonies, interviews, blogs etc. - One media story on the ASEAN ICT event is written and shared with media. 	
<p>3. - Two webpage updates are delivered, one paragraph each.</p> <ul style="list-style-type: none"> - The advocacy content sent by GCA as part of the monthly calendar is adapted for Cambodia and delivered to Social Media team. - Two human interest stories are delivered. - Two social media messages are delivered every working day. - One donor focused story is written and published including fact sheets, beneficiary testimonies, interviews, blogs etc. - One video script of 5 min video content is delivered. - One op-ed on the Climate Change / CUP 27 is delivered. - World Children Day concept note is written. 	31 October 2022
<p>4. - One donor focused story is written and published including fact sheets, beneficiary testimonies, interviews, blogs etc.</p> <ul style="list-style-type: none"> - Two human interest stories are delivered. - Bi-monthly newsletter on World Children Day (WCD) is written and published. - Press Release on WCD is written and sent to media. - One key address on WCD is written and delivered at the WCD event - Social media package on WCD is written and published on UNICEF channels. 	30 November 2022
<p>5. - Two social media messages are delivered every working day.</p> <ul style="list-style-type: none"> - One summary note on 2022 achievements is written and circulated with UNICEF Cambodia. - Three donor focused stories are written and published including fact sheets, beneficiary testimonies, interviews, blogs etc. - The advocacy content sent by GCA as part of the monthly calendar is adapted for Cambodia and delivered to Social Media team. - One press release including related Q&A if necessary is developed and delivered. 	31 December 2022
<p>6. - Two human interest stories are delivered.</p> <ul style="list-style-type: none"> - Bi-monthly newsletter is written and published. - Two social media messages are delivered every working day. - Consultations with programme teams on 2023 content are held and draft 2023 content calendar prepared. - Two video scripts including concept notes are delivered. - Two webpage updates are delivered, one paragraph each. 	31 January 2023
<p>7. - One blog is delivered.</p> <ul style="list-style-type: none"> - The advocacy content sent by GCA as part of the monthly calendar is adapted for Cambodia and delivered to Social Media team. - Three human interest stories are delivered. - Two social media messages are delivered every working day. - Two webpage updates are delivered, one paragraph each. - Three donor focused stories are written and published including fact sheets, beneficiary testimonies, interviews, blogs etc. 	28 February 2023
<p>8. - Four human interest stories are delivered.</p> <ul style="list-style-type: none"> - Bi-monthly newsletter is written and published. - Three donor focused stories are written and published including fact sheets, beneficiary testimonies, interviews, blogs etc. 	31 March 2023

- The advocacy content sent by GCA as part of the monthly calendar is adapted for Cambodia and delivered to Social Media team. - One blog and think piece is delivered.	
9. - Three webpage updates are delivered, one paragraph each. - Three donor focused stories are written and published including fact sheets, beneficiary testimonies, interviews, blogs etc. - Press Release on Generation Future 2023 is written and sent to media. - One video script including the creative brief is written. - Three human interest stories are delivered. - Two social media messages are delivered every working day.	30 April 2023
10. - Two social media messages are delivered every working day. - Two webpage updates are delivered, one paragraph each. - Two video scripts including concept notes are delivered. - One press release, including related Q&A if necessary is developed and delivered. - Two human interest stories across sections are delivered. - The advocacy content sent by GCA as part of the monthly calendar is adapted for Cambodia and delivered to Social Media team. - Bi-monthly newsletter is written and published.	31 May 2023
11. - Two social media messages are delivered every working day. - Three webpage updates are delivered, one paragraph each. - Two video scripts including creative brief is written. - Two human interest stories are delivered. - One press release on Generation Future 2023 is written and sent to media. - The advocacy content sent by GCA as part of the monthly calendar is adapted for Cambodia and delivered to Social Media team. - Bi-monthly newsletter is written and published.	18 July 2023
Total number of working days: 250 working days	

9. Reporting Requirements

All the deliverable's achievements have been shown in a monthly progress report at least 2 pages in a word file document, and work plan, concept note, monitoring and evaluation plan/feedback, and final report have been produced in a 3 – 10 pages word file document.

10. Payment Schedule linked to deliverables

- 8% upon satisfactory completion of deliverable 1
- 9% upon satisfactory completion of deliverable 2
- 9% upon satisfactory completion of deliverable 3
- 9% upon satisfactory completion of deliverable 4
- 9% upon satisfactory completion of deliverable 5
- 9% upon satisfactory completion of deliverable 6
- 9% upon satisfactory completion of deliverable 7
- 9% upon satisfactory completion of deliverable 8
- 9% upon satisfactory completion of deliverable 9
- 9% upon satisfactory completion of deliverable 10
- 11% upon satisfactory completion of deliverable 11

No additional fees shall be paid to complete the assignments. Payments will be made upon delivery of products and full and satisfactory completion of the assignment.

11. Administrative Issues

The consultant is expected to use his/her/their own computer and any other equipment necessary to carry out the deliverables as stated in this document.

This assignment is partially office-based (please see specification above), following relevant guidelines regarding COVID-19 prevention and protection and UNICEF's flexible working arrangements.

12. The Paid Time Off (PTO)

The Paid Time Off (PTO) benefits apply to individual contractor and consultants who work on time-based contracts on an ongoing and full-time basis with a minimum contract duration of one calendar month (hereafter the "individual Contract").

Entitlement: The individual contractor will receive PTO credit at the rate of one-and half days (1.5 days) for each full month of service, to be credited on the last calendar day of the month, and up to 17 days for a maximum of 11.5 months contract.

Utilization: PTO may be taken in units of days and half days. In calculating the PTO to be charged, any absence of more than two hours but less than four hours (excluding lunch hour) is counted as half days; similarly, any absence of more than four hours (excluding lunch hour) is counted as one day.

Unused Paid Time Off: PTO is a benefit that must be used during the time of the contract. Any unused PTO cannot be carried to future contract and any accumulated PTO will be forfeited at the end of the contract.

13. Contract supervisor

This consultancy is under the supervision of Chief of Communication, who will be responsible for final review of all deliverables and certify payments to the consultant.

14. Nature of 'Penalty Clause' to be Stipulated in Contract

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent five (5) business days prior to the termination date in the case of contracts for a total period of less than two (2) months, and ten (10) business days prior to the termination date in the case of contracts for a longer period

Performance indicators: Consultants' performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Cambodia.

15. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents:

- Letter of Interest (cover letter)
- CV or Resume
- Performance evaluation reports or references of similar consultancy assignments (if available)
- Financial proposal: All-inclusive lump-sum cost including:
 - Consultancy daily/monthly fee

- International travel to/from Cambodia (if applicable). The travel cost shall be based on the most direct and economy fare
- In-country travel for xx days, per-diem to cover lodging, meals and any other cost associated to take over the full assignment
- Medical insurance (health and accidental death, medical evacuation) for the entire duration of the contract.

16. Assessment Criteria

A two-stage procedure shall be utilised in evaluating proposals, where the evaluation of the technical proposal will be completed prior to any price proposal being reviewed and compared.

The Cumulative Analysis Method (weight combined score method) will be used for evaluation and selection in this process. The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

- a) Technical Qualification (max. 100 points): weight 70 %
 - Degree and Education (30 points)
 - Knowledge and skills (20 points)
 - Relevant Working Experience (30 points)
 - Quality of past work (e.g. understanding, methodology) (20 points)
- b) Financial Proposal (max. 100 points): weight 30 %. 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.