

International Consultancy:
Writer



1. Background

UNICEF Cambodia's Communication Section is responsible for the organisation's public information, risk communication, community engagement and advocacy work 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 and fundraising purposes, including policy briefs, programme briefs, donor proposals, human interest stories, blogs, and social media content.

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.

The Cambodia country office 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 3 May 2021 – 18 April 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, key messages and communication materials, and writing and editing human interest stories, copy for photo essays, advocacy briefs, newsletters and blogs, media briefs, press releases, video/radio scripts and social media content in English.

3. Work Assignments

- 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 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 with technical leads to prepare advocacy and communication materials in relation to the COVID-19 vaccine roll out, such as media briefings and responses, web content, press releases, op-eds, fact sheets, Q&As, video/TV/radio scripts, blogs, etc.
- Develop narratives and support the creation of public health messages, public speeches, and position statements.
- Work closely with the Communication Team to ensure vaccine content is integrated into the monthly communication plans.
- 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. Expected deliverables

The Writer is expected to produce the following deliverables:

Deliverable	Number of working days	Deliverable Completion Timeframe
1. - Develop 2 human interest stories across sections - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms - Prepare advocacy and communication materials, including web content, fact sheets, Q&As, video/TV/radio scripts, and daily public messages - Prepare public-facing content in line with the vaccine roll out communication strategy, including media briefings and responses, press releases, op-eds, and public speeches	28	30 June 2021
2. - Develop 2 human interest stories across sections - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy - Create 1 blog and think piece - Develop donor and fundraising content packages, including fact sheets, beneficiary testimonies, interviews, blogs etc	21	30 July 2021

<ul style="list-style-type: none"> - Support the development of narratives and key public health messages 		
<p>3. - Develop 2 human interest stories across sections</p> <ul style="list-style-type: none"> - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy 	22	31 August 2021
<p>4. - Create 1 blog and think piece</p> <ul style="list-style-type: none"> - Develop donor and fundraising content packages, including fact sheets, beneficiary testimonies, interviews, blogs etc - Support the development of narratives and key public health messages - Develop 2 human interest stories across sections - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy 	22	30 September 2021
<p>5. - Develop 2 human interest stories across sections</p> <ul style="list-style-type: none"> - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy 	19	29 October 2021
<p>6. - Develop 2 human interest stories across sections</p> <ul style="list-style-type: none"> - Prepare monthly newsletter - Develop daily messages for social media 	21	30 November 2021

<p>and create content for digital and social media platforms</p> <ul style="list-style-type: none"> - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy 		
<p>7. - Create 1 blog and think piece</p> <ul style="list-style-type: none"> - Develop donor and fundraising content packages, including fact sheets, beneficiary testimonies, interviews, blogs etc - Support the development of narratives and key public health messages - Develop 2 human interest stories across sections - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy 	23	31 December 2021
<p>8. - Develop 2 human interest stories across sections</p> <ul style="list-style-type: none"> - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy - Create 1 blog and think piece - Develop donor and fundraising content packages, including fact sheets, beneficiary testimonies, interviews, blogs etc - Support the development of narratives and key public health messages 	20	31 January 2022
<p>9. - Develop 2 human interest stories across sections</p> <ul style="list-style-type: none"> - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms 	20	28 February 2022

<ul style="list-style-type: none"> - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy 		
<p>10.- Create 1 blog and think piece</p> <ul style="list-style-type: none"> - Develop donor and fundraising content packages, including fact sheets, beneficiary testimonies, interviews, blogs etc - Support the development of narratives and key public health messages - Develop 2 human interest stories across sections - Prepare monthly newsletter - Develop daily messages for social media and create content for digital and social media platforms - Prepare advocacy and communication materials - Prepare public-facing content in line with the vaccine roll out communication strategy 	23	31 March 2022
<p>11. Ensure vaccine content is integrated into the monthly communication plans and all communication materials are inclusive, equitable, consultative and participatory, and when relevant, promote C4D/SBCC principles</p>	19	29 April 2022
<p>12. Provide editorial support to the UNICEF Cambodia Communication Team as needed</p>	4	5 May 2022
Total number of working days	242 working days	

5. Location

The position is office-based in Phnom Penh, with frequent travel within the country. The Consultant will be expected to dedicate 20 days to field visits, providing COVID-19 travel restrictions have been lifted within the dates of the assignment.

At this point, UNICEF is not able to support a working visa. Only candidates who are located in Cambodia and have a valid working visa are required to apply.

6. Duration

The estimated duration of this agreement is two hundred and forty-two (242) working days (11.5 months), from 24 May 2021 to 05 May 2022.

7. Qualifications and Experience

- Minimum 3 years of progressive experience in communication and writing for an external audience
- Outstanding writing skills in the English language with demonstrated ability for logical and analytical writing as well as 'de-jargonizing' technical language for a wider audience
- Strong communicator with excellent interpersonal skills
- Ability to work independently within deadlines and under pressure
- Well organised and structured, good attention to detail
- Strong drive for results, taking pride in delivering as per expectation in terms of quality and timeliness
- Knowledge and understanding of Cambodia and its development context
- Initiative, passion and commitment to UNICEF's mission
- Knowledge of child rights issues is desirable
- Ability to synthesize complex documents into key messages and clear summary documents is desirable
- 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.

8. Payment schedule linked to satisfactory deliverables

** The fees shall be calculated based on the days estimated to complete the assignment in the Terms of Reference and shall be considered the maximum compensation as part of a lump sum contract and agreed on a work plan for submission of deliverables. No additional fees shall be paid to complete the assignment. Payment will be made upon delivery of all final products and full and satisfactory completion of the assignment.*

Deliverables	Payment (including business travel fee) be directly linked with satisfactory deliverables	Reporting Requirements for each deliverable
Deliverable #1	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #2	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #3	9 %	All the deliverable's achievements have shown in a monthly progress report

Deliverable #4	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #5	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #6	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #7	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #8	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #9	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #10	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #11 & #12	10 %	All the deliverable's achievements have shown in a monthly progress report

9. Administrative Issues

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

Consultant may require travel outside of Phnom Penh. UNICEF will not make additional payments to cover for travel expenses such as accommodation and subsistence, but transportation will be provided by UNICEF, therefore consultant should consider such expenses when providing her/his financial proposal for the all-inclusive production daily fee.

10. Contract supervisor

Consultants will report to UNICEF Chief of Communication.

11. Penalties for Underperformance

Payment of fees to the Contractor (consultant) under this Contract, including each instalment or periodic payment (if any), is subject to the consultant's full and complete performance of his/her/their obligations under this Contract to UNICEF's satisfaction and UNICEF's certification to that effect.

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

Cambodia.

12. Termination of Contract

This Contract may be terminated by either party before its specified termination date by giving notice in writing to the other party. The period of notice shall be five (5) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a total period of less than two (2) months, and shall be fourteen (14) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a longer period; provided however that in the event of termination on the grounds of impropriety or other misconduct by the Contractor (including but not limited to breach by the Contractor of relevant UNICEF policies, procedures, and administrative instructions), UNICEF shall be entitled to terminate the Contract without notice.

13. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents to: <http://www.unicef.org/about/employ/>

1. Letter of Interest (cover letter) with an indication of the applicant's ability and availability
2. CV or Resume, explaining how the applicant's background and experience are relevant to the consultancy work assignment and the qualifications, competencies, knowledge and skills
3. Example(s) of the applicant's published worked, similar consultancy assignments (if available)
4. The applicant's performance evaluation reports or references of similar consultancy assignments or other references of similar consultancy assignments (if available)
5. The applicant's fee proposal or price proposal by indicating daily rate (in US\$) to undertake the terms of reference above. Applications submitted without a daily rate will not be considered.

14. Assessment Criteria

A two-stage procedure shall be utilized in evaluating technical assessment being completed prior to any price proposal being compared.

The Contract shall be awarded to the candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

NOTE:

For the evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

- a) Technical Qualification: **max. 100 points**, weight (70 %)
- Education (**20 points**)
 - Relevant working experience (**30 points**)
 - Knowledge and skills (**30 points**)
 - Quality of past work (e.g. applicant's written Standard Operational Procedures or other relevance written work) (**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 evaluated and compared among those technical qualified candidates who have attained a minimum 60 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 the candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

The maximum number of points shall be allotted to the lowest Financial Proposal that is compared among those technical qualified candidates who have attained a minimum 60 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 the candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

Please note that a written test and verbal interview might be required to determine the applicant's technical qualification.