

UNICEF Cambodia

TERMS OF REFERENCE FOR PHOTOGRAPHY LONG TERM ARRANGEMENT INDIVIDUAL CONSULTANCY

Requesting Section: External Communication Section

1. Background and Rationale

UNICEF will hire consultants under Long Term Agreement to support its communication and advocacy efforts and fulfil short-term freelance assignment needs on an ad-hoc basis. The assignments to be carried out by the photographers will include taking images of field activities, covering events and campaigns etc.

2. Purpose(s) of the consultancy

Selected photographs will be used in UNICEF's communication and advocacy materials such as publications, digital platforms, website, educational and awareness-raising materials, etc. These products will be used to promote the rights of children in Cambodia and support UNICEF and UN mandates.

3. Programme Area and Specific Project Involved

UNICEF communication and public advocacy through photography. The consultancy services will be made available for use by all sections in UNICEF Cambodia.

4. Work Assignments/TOR

Under the oversight of the Chief of Communication in UNICEF Cambodia, the consultant will work closely with the section and officer seeking the photography service for a specific assignment within the Country Office.

Photographers will cover activities and events such as: photo documentation of children's and families' lives, development projects in field, high-level visits, campaign imagery etc. as well as editing and thorough captioning of all submitted photographs.

Additionally, some assignments may require the photographer to capture photo-essay style imagery (with a narrative in mind during field coverage).

Duration and scope of each assignment will be determined on a case-by-case basis

5. Qualifications or Specialized Knowledge/Experience Required

Education:

- Bachelor degree and above, or certificate in relevant field such as photography, communications, journalism, marketing, advertisement, film-making, etc.

Experience:

- 5 years' experience in professional digital photography
- Demonstrated experience in photography in the area of development/human rights/child

rights.

- Previous experience working in Cambodia is highly desirable.
- Experience in multi-media production based on use of still photography would be an asset.

Technical competencies (evidenced by production portfolio):

- Demonstrates professional competence and knowledge of the areas of work
- Proven expertise in development photography

Competencies:

Technical competencies

- Demonstrates professional competence and knowledge of the areas of work
- Proven expertise in development photography

Functional competencies:

- Ability to work quickly and responsively
- Cultural sensitivity and valuing diversity

Corporate competencies:

- Demonstrates integrity and high ethical standards
- Promotes the vision, mission and strategic goals of UNICEF
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favouritism
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment

Location:

- Photographer is expected to be based in Cambodia. UNICEF Cambodia will not cover international travel cost for the photographer to travel to Cambodia to conduct assignments with the country office.

Languages:

- Fluency in English is a must (this will be essential in captioning the photographs). Fluency in or good knowledge of Khmer language highly desirable.

6. Estimated Duration of Contract (Dates and period)

The duration of this LTA is 11.5 month, after which a break in service for two weeks will be mandatory. The contract may be renewed for a further 11.5 months upon satisfactory performance and availability of funds.

The duration of each specific assignment which will be commissioned under this LTA will be determined depending on the scope of the photography project. The scope of each assignment, including photography and post-production working days will be agreed prior to assigning the photography project.

7. Deliverables

Service requestor from UNICEF will identify exact deliverables of each consultant based on specific needs. The assignment may come at short notice and will need to be completed in agreed working days at a flat rate fee.

Commissioned photographs/deliverables should be:

- Submitted no later than the agreed deadline and in a digital form suitable for large-size color printing (i.e. 300dpi, RAW, TIFF, jpeg etc.) with appropriate dimension, color adjustments, noise reduction and other post-processing as agreed with the service requestor (see more under attached Annex 1).

- Shot in compliance with UNICEF’s ethical guidelines. This includes use of consent forms in relevant cases.
- Accompanied by captions embedded in the photo files as metadata and also submitted separately in a WORD document in English specifying depicted activities, location, date, names of subjects, photographer’s name and other relevant details.
- The files will be submitted on a CD/memory stick/external hard-drive or a suitable file share platform as agreed between the service requestor and the contractor.

Photographers are responsible for pre-selecting a shortlist of best images. The minimum number of photographs from each assignment will be agreed with the photographer upon commissioning of the assignment.

8. Payment Schedule linked to deliverables

100% of payment will be made per each assignment upon completion of all agreed deliverables and final sign-off by requesting officer, unless otherwise agreed, with payments tied to specific deliverables.

9. Official Travel Involved (specify if yes)

Photography may require travel outside of Phnom Penh. UNICEF will not make additional payments to cover for travel expenses such as accommodation and subsistence, 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 and will work closely with the service requester (if different from the communication section) who will also provide a briefing before the assignment.

11. Type of Supervision that will be provided

The service requester will ensure proper briefing on the specific assignment, with technical and contract oversight from the Chief of Communication. The service requester may also provide support as needed with regards to connecting the consultant with the appropriate contacts in the communities.

The service requester will review each deliverable/production milestone, provide feedback as well as sign-off. Both service requester and Chief of Communication will evaluate the consultant’s work and follow-up on the payments.

12. Consultant’s Work Place/Any facilities to be provided by office

- UNICEF will not provide a work-station for this consultancy.
- Consultant will use her/his own equipment to conduct assignments.
- Photography location (in-country) will be determined based on the scope of each production assignment.

13. Administrative Issues

Consultants are expected to cover their own travel costs. She/He may share the transportation with UNICEF staff if available.

Service fee will be applied only for the days the actual service was rendered; Service Providers are not entitled to service fees for the travel time.

Consultants are also expected to observe UN security recommendations, e.g. to avoid designated areas at designated times. The UN cannot provide insurance for any damage to the videographer's equipment or personal injury experienced during an assignment. Photographer supplies all photographic equipment.

International candidates need to have health insurance that provision for evacuation.

Photographers that are current Long Term Agreement photography holder do not need to apply.

Due to COVID-19 travel restrictions, only photographers based in Cambodia will be considered.

14. Terms of use

UNICEF has non-exclusive world rights in all media in perpetuity – to all images taken under this Long Term Agreement. Credit will be given to both UNICEF and the photographer for images produced under this agreement.

UNICEF reserves the right to utilize the commissioned photographs in any communication/advocacy materials it deems appropriate, and the right to transfer the photographs to third parties.

UNICEF will grant consultants the right:

- To retain copies of photographs for personal use (i.e. for their portfolio)
- To be identified as authors of the photographs whenever possible

15. 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, good working relations with partners and communities, and adherence to UNICEF's guidelines (including ethical guidelines for covering stories about children and adolescents).

15. Submission of applications

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

Technical proposal:

a, CV/resume reflecting education and past experience requirements, as well as competencies, working style and past clients.

b, Portfolio containing a variety of images of development work/social realities (preferably from Cambodia but can include other countries) which can be provided in hard copies, on CD, or online.

Financial proposal:

Applicants should provide all-inclusive daily fees (for more than 5 hours of work per day). All-inclusive means the fee will include all expenses including travel, accommodation, and subsistence for assignments outside of Phnom Penh. If assignment requires less than 5 hours, a 50% of the daily rate will apply. The applicant should provide daily fees for the following items:

1. Production (Photography) for Phnom Penh
2. Production (Photography) for outside of Phnom Penh (all inclusive daily fee)
3. Post-production (all inclusive daily fee)

Applications without one of the required documents or elements will be treated as incomplete and will not be considered for further processing.

The deadline for applications is **07 October 2020**

ANNEXE 1: UNICEF PHOTOGRAPHY DIGITAL FORMAT & TRANSMISSION TERMS

I: Original Image file format:

- 1 - Please shoot at the highest resolution possible – minimum is 2000 x 3000 pixels or 6 megapixels with zero compression. Preferred is 3000x 4000 pixels or above.
- 2 – Unless agreed upon separately, please shoot in RAW or JPEG FINE format. [* If the ‘time lag’ for image exposures is not an issue, please shoot in RAW format. These files can then be submitted in both RAW and JPEG files in the CDs/DVDs/external hard drive on assignment completion.]
- 3 – DO NOT compress JPEG images for transmission unless source locations are excessively slow. Never compress more than 30% [= 7 on a scale of 10 OR 10 on a scale of 12].
- 4 - Except for clear mistakes, keep all exposures for UNICEF final edit / selection.
- 5 – Maintain images in the sequence in which they were shot, so the shoot logic can be easily traced.
- 6 - Do not manipulate any original image files and do not overly process original images beyond standard techniques.
- 7 –Always include the ORIGINAL FILE reference number in any image renaming so we can find the original.

In case of sending images as Email attachments (Not preferred. Only under special circumstances)

- 1 – Send only one image per email message, so no single message exceeds 5MB (IT limit).
- 3 – Do NOT zip or stuff image attachments.

II: IMAGES WITHOUT CAPTIONS CANNOT BE EDITED OR QUICKLY DISTRIBUTED.

- 1 – **ALWAYS** include captions when submitting images.
- 2 – Captions are to be embedded directly in each image file (in IPTC fields), together with credit, date, location, and other relevant information.
- 3 - All subjects should be identified by what they do, if not self-evident. Names for all people are not necessary, but must be provided if the story of the photo is related to them (if children, please also include age with name).
- 4 - Names of places are essential: also whether the location name is a village, town, district etc.

ANNEXE 2: Ethical guidelines - Principles for ethical reporting on children

Reporting on children and young people has its special challenges. In some instances the act of reporting on children places them or other children at risk of retribution or stigmatization.

UNICEF has developed the following principles to assist journalists as they report on issues affecting children. They are offered as guidelines that UNICEF believes will help media to cover children in an age-appropriate and sensitive manner. The guidelines are meant to support the best intentions of ethical reporters: serving the public interest without compromising the rights of children.

I. Principles

1. The dignity and rights of every child are to be respected in every circumstance.
2. In interviewing and reporting on children, special attention is to be paid to each child's right to privacy and confidentiality, to have their opinions heard, to participate in decisions affecting them and to be protected from harm and retribution, including the potential of harm and retribution.
3. The best interests of each child are to be protected over any other consideration, including over advocacy for children's issues and the promotion of child rights.
4. When trying to determine the best interests of a child, the child's right to have their views taken into account are to be given due weight in accordance with their age and maturity.
5. Those closest to the child's situation and best able to assess it are to be consulted about the political, social and cultural ramifications of any reportage.
6. Do not publish a story or an image which might put the child, siblings or peers at risk even when identities are changed, obscured or not used.

II. Guidelines for interviewing, photographing and filming children

1. Do no harm to any child; avoid questions, attitudes or comments that are judgmental, insensitive to cultural values, that place a child in danger or expose a child to humiliation, or that reactivate a child's pain and grief from traumatic events.
2. Do not discriminate in choosing children to interview because of sex, race, age, religion, status, educational background or physical abilities.
3. No staging. Do not ask children to tell a story or take an action that is not part of their own history.
4. Ensure that the child or guardian knows they are talking with a reporter. Explain the purpose of the interview and its intended use.
5. Obtain written permission from the child and his or her guardian for all interviews, filming and taking photographs. Permission must be obtained in circumstances that ensure that the child and guardian are not coerced in any way and that they understand that they are part of a story that might be disseminated locally and globally. This is usually only ensured if the permission is obtained in the child's language and if the decision is made in consultation with an adult the child trusts.
6. Do not film or photograph children and families in distress. Ensure the dignity and welfare of the child is of utmost priority. Children should not be portrayed naked.
7. Pay attention to where and how the child is interviewed. Limit the number of interviewers and photographers. Try to make certain that children are comfortable and able to tell their story without outside pressure, including from the interviewer. In film, video and radio interviews, consider what the choice of visual or audio background might imply about the child and her or his life and story. Ensure that the child would not be endangered or adversely affected by showing their home, community or general whereabouts.

III. Guidelines for reporting on children

1. Do not further stigmatize any child; avoid categorizations or descriptions that expose a child to negative reprisals - including additional physical or psychological harm, or to lifelong abuse, discrimination or rejection by their local communities.
2. Always provide an accurate context for the child's story or image.
3. Always change the name and obscure the visual identity of any child who is identified as:

- a. A victim of sexual abuse or exploitation,
 - b. A perpetrator of physical or sexual abuse,
 - c. HIV positive, living with AIDS or has died from AIDS, unless the child, a parent or a guardian gives fully informed consent,
 - d. Charged or convicted of a crime.
4. In certain circumstances of risk or potential risk of harm or retribution, change the name and obscure the visual identity of any child who is identified as:
 - a. A current or former child combatant,
 - b. An asylum seeker, a refugee or an internal displaced person.
 5. In certain cases, using a child's identity - their name and/or recognizable image - is in the child's best interests. However, when the child's identity is used, they must still be protected against harm and supported through any stigmatization or reprisals.

Some examples of these special cases are:

- a. When a child initiates contact with the reporter, wanting to exercise their right to freedom of expression and their right to have their opinion heard.
 - b. When a child is part of a sustained programme of activism or social mobilization and wants to be so identified.
 - c. When a child is engaged in a psychosocial programme and claiming their name and identity is part of their healthy development.
6. Confirm the accuracy of what the child has to say, either with other children or an adult, preferably with both.
 7. When in doubt about whether a child is at risk, report on the general situation for children rather than on an individual child, no matter how newsworthy the story.

IV. Use of UNICEF materials

All of UNICEF materials are protected by copyright, including text, photographs, images and videotapes. Permission to reproduce any UNICEF material must be requested from the originating UNICEF office, and will be only be granted on the condition that the principles and guidelines in this document are adhered to.

Sources: *The Convention on the Rights of the Child; Child Rights and the Media: Guidelines for Journalists, International Federation of Journalists; Media and Children in Need of Special Protection, (internal document), UNICEF's Division of Communication; Second International Consultation on HIV/AIDS and Human Rights, United Nations Secretary-General.*