

TERMS OF REFERENCE

Individual Consultancy: Engagement of Consultants as Writers on Long Term Arrangement (LTA) for 3 years

Duty Station: Home based consultancy

Duration of LTA: Two years with the possibility of extension for one more year

Closing Date: 25th May 2022

1. BACKGROUND / RATIONALE

UNICEF works towards realization of the rights of children as prescribed in the Convention of the Rights of the Children. These rights pertain to child survival, protection, development, and participation.

There is an ongoing requirement for the production of communication, advocacy, donor relations and fundraising materials that document key children's issues, ongoing responses in the field, and develop communication materials to support UNICEF's communication, advocacy and visibility efforts with legislatures, policymakers, media, donors, partners and the public at large.

These high-quality content packages include advocacy toolkits, human interest stories, scripts, adverts, brochures, emailers, letters, brochures, proposals, ad copies, social media content etc., that document UNICEF related initiatives. These will be disseminated through different channels, including online, social media networks, partner networks and donor reports.

To meet this requirement, UNICEF would like to engage the services of writers for documenting UNICEF activities and programmes in all 13 state offices where UNICEF is currently working.

2. PURPOSE OF ASSIGNMENT

To meet these requirements, UNICEF would like to engage the services of writers for documenting UNICEF activities and programmes for different audiences such as the general public, donors, supporters and partners.

3. OBJECTIVE(S)

The overall objective is to set up a Long-Term Arrangement to facilitate and expedite the process by which UNICEF in India will hire writers as required for specific projects to develop marketing, communication and advertising materials that explain UNICEF's activities in the field to raise awareness and funds from various partners and donors.

4. MAJOR TASKS TO BE ACCOMPLISHED

Successful respondents must provide well-written and edited content for website, media, social media, fundraising materials, marketing communication, advocacy, behaviour change documents, human interest stories, reports and related documents as mentioned – all the above not only to inform the audience but to engage them deeply enough to ensure they respond by taking a direct action on behalf of children (eg changing their behaviour, reposting messaging, donating to UNICEF, etc). Tasks include, but may not be limited to:

- i. Write, edit and finalize crisp, concise, text for all documents. Usually, the text will need to include a request for action which maximises reader response
- ii. Research issues and characters being documented, in-depth interviews of community, service providers, government counterparts, beneficiaries, while being mindful of sensitivities of specific situations, to support the story writing.
- iii. Work in close coordination (where required) with photographers to help capture relevant, powerful captions of photographs for their stories and photo essays.
- iv. Review, edit, and consolidate material for knowledge products, ensuring clarity and continuity of the argument and clarity of structure and core themes.

- v. Proofread layout files, including checking spelling, country, and city names and acronyms and other abbreviations (making sure that they follow official UNICEF terminology and conventions), style consistency, callouts, layout problems, references, etc.
- vi. Ensure implementation of the UNICEF style guide (UNICEF India Country Office will provide a style guide).
- vii. Write digital content media as required, including project factsheets, webpages, stories of change, and knowledge products such as forewords, prefaces, etc.
- viii. Draft blurbs, stories, and content as may be required for the website.
- ix. Be available for feedback and inputs as per the requirement of the office.
- x. Be available for several rounds of editing with regards to stories.
- xi. Deliver on tight, short timelines as needed

Responsibilities of the Consultant:

- i. The consultant will use their own equipment; laptops, microphones, software and other accessories that may be required for this task.
- ii. The consultant will not give the content/material or any part thereof, to any third party without the written permission of UNICEF. All components will be a property of UNICEF, and the consultant will not share the same with anyone else.
- iii. The consultant will not put their own name or logo/emblem on the content / final product. The only organization branding will be UNICEF, if required.

Responsibilities of UNICEF:

- i. UNICEF will provide all details pertaining to the activity and the requirements
- ii. UNICEF will orient the consultant on UNICEF's branding guidelines

Consultants may be required to work on Saturdays and Sundays, based on the requirements of the assignment.

5. DELIVERABLES AND DEADLINES

| S. No. | Tasks for different areas | Deliverable | Specific delivery date/deadline for completion of deliverable | Estimated travel required for completion of deliverable |
|--------|---|---|---|---|
| 1. | Website | <ul style="list-style-type: none"> - Website articles - Content for landing pages and photo essays - Human interest stories - blogs - Testimonials - Celebrity profiles - FAQs - SEO | As and when requested by UNICEF | Nil |
| 2. | Social media | <ul style="list-style-type: none"> - Long stories for all social media platforms - Short posts for social media platforms - Post copy for infographics for social media platforms - Concept note for campaigns for social media | | |
| 3. | Fundraising and marketing communication | <ul style="list-style-type: none"> - Emailers and other donor retention communication materials - Copy and content for social media, digital and native platforms for advertising - Proposals, pitches, and reports | | |

| | | | | |
|----|--------------------------------------|---|--|--|
| | | - Direct mailers, brochures, pitch cards - Scripts for TM - Scripts for DRTV - Donor reports - human interest stories and essays - Creative concepts and copy for ads - SEO - Brochures, leaflets, one-pagers - Event speeches / materials | | |
| 4. | Media, Advocacy and Behaviour Change | - Behaviour change articles/stories - Advocacy material - Scripts for broadcast - Opinion pieces, media articles - Editorials - Reports - Key messages, QA on issues pertaining to media - Press release and media briefing/pitches/talking points | | |

6. DUTY STATION:

Anywhere in India or abroad as projects will be completed from home.

7. OFFICIAL TRAVEL INVOLVED: (ITINERARY AND DURATION)

No travel envisaged for this consultancy; however, consultant might be required to travel outside their duty station for specific events (e.g. if in-person training or documentation missions or meetings are required by UNICEF, government or partners) in which case payment of travel costs including tickets, lodging, etc. should be agreed upon, between the supervisor and the consultant prior to travel and will be reimbursed on actuals.

8. ESTIMATED DURATION OF LTA

The Long-Term Arrangement will be for a duration of three years. The initial period would be for two years with an option for renewal for a subsequent year on the same rates, terms and conditions, subject to satisfactory performance evaluation and continuing need for the service. The services of the consultants selected under the LTA would also be made available to other UN agencies in India.

9. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Category 1: For Writers for Media, Advocacy and behaviour change

- A minimum of Bachelor's degree in Communications, Literature, Marketing, Journalism, Advertising, Creative/technical writing, Public Health, Social Sciences related field. A Diploma in a relevant field with experience can be considered in lieu of the degree.
- A minimum of 7 years of experience in media/journalism, public relations, communication and behaviour change communications, and advocacy is mandatory.
- Experience in writing for the Government and/or UN Organizations is desirable.
- Experience in copy editing is desirable.
- Experience and quality of work demonstrably meet the highest international standards.
- An excellent track record, along with experience writing about the social development sector, is desirable.
- Excellent ability to conduct research and interviews whenever needed to build the communication material

- Excellent ability to translate material gathered in interviews in a language other than English (Indian languages like Hindi, Marathi, Telugu, Tamil, Bengali to name a few) into English and weave them into a story
 - Ability to analyze, plan, communicate effectively orally and in writing draft reports

Category 2: For Writers for website/blogs

- A minimum of Bachelor's degree in Communications, Literature, Marketing, Journalism, Advertising, Creative/technical writing, Public Health, Social Sciences related field. A Diploma in a relevant field with experience can be considered in lieu of the degree.
- A minimum of 7 years of experience in media/journalism, public relations, communication, and behaviour change communications, and advocacy is mandatory.
- Experience in writing for the Government and/or UN Organizations is desirable.
- Experience in copy editing is desirable.
- Experience and quality of work demonstrably meet the highest international standards.
- An excellent track record, along with experience writing about the social development sector, is desirable.
- Excellent ability to conduct research and interviews whenever needed to build the communication material
- Excellent ability to translate material gathered in interviews in a language other than English (Indian languages like Hindi, Marathi, Telugu, Tamil, Bengali to name a few) into English and weave them into a story
- Ability to analyze, plan, communicate effectively orally and in writing draft reports.

Category 3: For Writers for Social Media

- A minimum of degree in Communications, Literature, Marketing, Journalism, Advertising, Creative/technical writing, Public Health, Social Sciences related field. A Diploma in a relevant field with experience can be considered in lieu of the degree.
- A minimum of 5 years of experience in advertising, digital marketing, fundraising, or digital content.
- Experience in copy editing is desirable.
- Experience and quality of work demonstrably meet the highest international standards.
- Excellent ability to conduct research and interviews whenever needed to build communication material for social media
- Ability to analyze, plan, communicate effectively orally and in writing draft reports.

Category 4: For Fundraising and marketing communication

- Bachelor's or Master's degree in Communications, Literature, Marketing, Journalism, Advertising, Creative/technical writing, Public Health, Social Sciences related field. A Diploma in a relevant field with experience can be considered in lieu of the degree.
- A demonstrated ability to produce high quality, creative communication collaterals.
- A minimum of 5 years of experience in advertising, digital marketing, fundraising, or digital content.
- Experience in copy editing is desirable.
- Experience and quality of work demonstrably meet the highest international standards.
- An excellent track record, along with experience writing about the social development sector, is desirable.
- Excellent ability to conduct research and interviews whenever needed to build the communication material
- Ability to analyze, plan, communicate effectively orally and in writing draft reports.
- Possess excellent research, analytical and writing skills that are enticing and engaging for viewers and donors

Note: Candidates are free to apply to any category of writers based on their qualifications and experience. They can also apply for multiple categories or all of them. UNICEF will award LTA to top ranked 3-5 candidates under each category. A candidate may be awarded LTA for one or more than one category.

Language:

- Fluency in oral and written English is required
- Knowledge of any other Indian language is an asset

10. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

The selection of consultants for the LTA will be based on technical evaluation and financial offers in the ratio of 80:20. The criteria for technical evaluation will be as follows:

| Criteria | Marks | |
|--|-----------|------------|
| | Min | Max |
| 1. Cover Letter – Explaining the motivation for applying and explaining how the qualifications and skill set of the candidate are suitable for this position. | 3 | 5 |
| 2. Relevant educational qualifications of the candidate. | 7 | 10 |
| 3. Relevant work experience | 7 | 10 |
| 4. Work Samples– This includes three previously written human-interest stories/reports/advertising materials/content created/proposal as per the required assignment | 11 | 15 |
| Sub-Total: Candidates will be shortlisted for the written test based on the review of sub-criteria 1, 2, 3 and 4 as listed above. Candidates who score overall 28 marks and above against criteria (1 through 4) and meet the minimum cut-off in each of the above four sub-criteria will be shortlisted for the written test | 28 | 40 |
| 5. A written test will be administered to shortlisted candidates | 28 | 40 |
| TOTAL TECHNICAL SCORE The minimum overall qualifying score is 56. Only those candidates who meet the overall qualifying marks of 56 and score the minimum cut-off in each of the above sub-criteria, including the interview, will be considered technically responsive, and their financials will be opened. | 56 | 80 |
| Financial Score The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of 80:20 | | 20 |
| TOTAL | | 100 |

11. PAYMENT SCHEDULE

Payment will be made against satisfactory completion of deliverables and submission of invoice.

HOW TO APPLY:

The application to be submitted through the online portal and should contain four separate attachments:

- A Cover letter explaining suitability for position **(to be uploaded online under “Cover Letter” tab)**
- Curriculum Vitae (CV) **(to be uploaded online under “Resume” tab)**
- Minimum of three work samples each Category applied for e.g. human-interest stories/reports/advertising materials/content created/proposal as per the required assignment **(to be uploaded online under “Other – Applicant” as a single document containing work samples for all categories applied)**
- A financial proposal (for the categories applied) as per the template attached. Please do not forget to specify your name in the file while saving **(to be uploaded online under “Financial Proposal” tab).**

Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

Without all the above 4 documents, your application will be considered incomplete and invalid and will not be considered further.

- Any attempt to unduly influence UNICEF's selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.
- 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.

For any clarifications, please contact:

UNICEF

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