

TERMS OF REFERENCE

SUMMARY

Type of Contract (tick the appropriate box)	Institutional Contractor	Individual Consultant	Technical Assistance to IP (individual)
Title	Content writing of the 2020 external COAR		
Purpose	UNICEF ZCO is seeking to hire a content writer for the External Version of the UNICEF Zambia Country Office 2020 Annual Report		
Location	Remote		
Duration	Over a Period of Three-months		
Start Date	20 December 2020		
Reporting to	Chief of Communication, Advocacy, Partnerships and Engagement		

BACKGROUND

An important visibility tool with government and donors, the Zambia Country Office is keen to produce an external version of the country office annual report (COAR) for partners, fundraising and demonstrating results for children and women in Zambia. This TOR concerns the task of writing the content.

JUSTIFICATION

The 2020 Country Annual Report is a key advocacy and resource mobilization tool and document that presents readily produced information both in print and electronic format and it is for this reason that ZCO would like to enlist the services of a skilled professional to produce content.

OBJECTIVES / TARGET

To produce high quality advocacy materials that reflect and articulate the remarkable results for children that UNICEF Zambia achieved in 2020. The audience for all materials is general but will include technical readers and UNICEF's global audience. All materials shall follow UNICEF's corporate image and branding.

DESCRIPTION OF THE ASSIGNMENT (SCOPE OF WORK) / SPECIFIC TASKS

The contractor will be required to complete the following tasks:

- Follow UNICEF Corporate image and branding standards;
- Research and write content in a readable and appealing way using the internal COAR 2020, as well as other material including the country office website, human interest stories, and various briefs. Also, interaction with programme chiefs as and when required.
- Provide recommendations for infographics, charts and presentation notes for the graphic designer.
- Work closely with the Deputy Representative and Chief, Communication, Advocacy, Partnerships and Engagement (CAPE) on review and clearance of work.
- Meet all deadlines, conduct himself/herself as a professional and respect the mission of UNICEF;
- Submit a polished final draft, professionally footnoted;
- Ethical standards and consideration of reporting on vulnerable children will be adhered to and monitored by ZCO CAPE team.

EXPECTED DELIVERABLES

Tasks	Deliverables	Timeframe (Tentative)
1. First draft of content for 2020 COAR submitted	First draft	4 January 21
2. Feedback on draft after review on first draft	Back and forth on remaining areas resolved	15 January 21

Tasks	Deliverables	Timeframe (Tentative)
3. Final text submitted	COAR content ready	22 January 21

REPORTING REQUIREMENTS

- No reporting requirements over and above submission of the report.

PROJECT MANAGEMENT

The consultant will work under the direct supervision of the Chief of CAPE.

LOCATION AND DURATION

The successful consultant will support remotely. The consultant should provide their own equipment. Under this agreement, a month is defined as 21 working days, and fees prorated accordingly.

PAYMENT SCHEDULE

Payment ¹	Conditions
100%	Paid on final satisfactory deliverables

Include actions to be taken in the event of non-satisfactory performance

QUALIFICATION/SPECIALIZED KNOWLEDGE AND EXPERIENCE

- a) Academic: University degree in communications, journalism, public relations or related field.
- b) Work experience: at least three years practical professional work experience in communication, print and broadcast media, with proven experience in writing media stories and reports; field work experience in gathering stories from the field; background/familiarity with the country situations.
- c) Languages: Fluency in written and spoken English is required.
- d) Competencies: Commitment, diversity and inclusion, integrity, communication, working with people, drive for results.

EVALUATION PROCESS AND METHODS

Based on the quality of writing,

Item	Evaluation Criteria	Points
	Technical Evaluation Criteria	
1.0	Overall Response	15
1.1	Understanding of UNICEF's requirement based on TOR.	5
1.2	Understanding of the Consultancy which UNICEF wants to enter based on the documents.	5
1.3	Understanding of developmental issues within Zambia and UNICEF's role in supporting and coordinating with the Government and other stakeholders.	5
2.0	Consultant profile and key personnel	55
2.1	Range and depth of organizational experience with similar projects	10
2.2	Client references	10
2.3	Samples of previous work	35
3.0	Financial Proposal	30
3.1	Financial Proposal	
4.0	Grand Total	100

Only proposals which receive a minimum of 50 points under a technical evaluation will be considered technically compliant.

¹ In general, payments should be made against delivery of services / products. Advance payments on signature of contract are discouraged, and need to be explicitly justified.

ADMINISTRATIVE ISSUES

- Interviews if necessary indicating for which experts/position (in general, the evaluation of experts is conducted on the basis of their CVs).
- Whenever possible, bidder should be requested to provide an all-inclusive cost in the financial proposal. Bidder should be reminded to factor in all cost implications for the required service / assignment
- When travel is expected as part of the assignment, it shall be clearly specified (e.g. location, duration, number of journeys ...etc.) in the TOR. Bidder shall be required to include the estimate cost of travel in the financial proposal. It is essential to clarify in the TOR that i) travel cost shall be calculated based on economy class travel, regardless of the length of travel and ii) costs for accommodation, meals and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, as promulgated by the International Civil Service Commission (ICSC).
- Unexpected travels shall also be treated as above.
- Resources and facilities will not be provided by UNICEF; e.g. access to printer, office space...etc.

POLICY BOTH PARTIES SHOULD BE AWARE OF

(ONLY APPLICABLE FOR INDIVIDUAL CONTRACTS)

- Under the consultancy agreements, a month is defined as 21 working days, and fees are prorated accordingly. Consultants are not paid for weekends or public holidays.
- Consultants are not entitled to payment of overtime. All remuneration must be within the contract agreement.
- No contract may commence unless the contract is signed by both UNICEF and the consultant or Contractor.
- For international consultants outside the duty station, signed contracts must be sent by fax or email.
- No consultant may travel without a signed contract and authorisation to travel prior to the commencement of the journey to the duty station.
- Unless authorised, UNICEF will buy the tickets of the consultant. In some cases, the consultant may be authorised to buy their travel tickets and shall be reimbursed at the "most economical and direct route" but this must be agreed beforehand.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- Consultant will be required to sign the Health statement for consultants/Individual contractor prior to taking up the assignment, and to document that they have appropriate health insurance, including Medical Evacuation.
- The Form 'Designation, change or revocation of beneficiary' must be completed by the consultant.