

## TERMS OF REFERENCE FOR CONSULTANTS

<b>Title of Assignment</b>	Long Term Agreement for National Writers	
<b>Requesting Section</b>	Communication	
<b>Location</b>	Place of assignment: Remote, with travel to north, central and southern region districts in Malawi, as required.	
	<input checked="" type="checkbox"/> Home Based <input type="checkbox"/> Office Based:	
<b>Contract Duration</b>	36 months	
<b>Number of working days</b>	As per agreed deliverables and timeframe required to produce these, and on when required basis	
<b>Planned Start and End Date</b>	<b>From: 17 July 2023</b>	<b>To: 17 July 2025</b>

### BACKGROUND

The UNICEF Malawi Country Office is required to produce human interest stories for communication, advocacy, fundraising, and visibility purposes highlighting children's key issues and UNICEF's response in the field. The stories will be used for donor reports and as advocacy tools to push for support with policy makers, media, donors, partners and the public at large particularly on key priority issues and enhance resource mobilization. These materials will be disseminated through different online and offline channels including the UNICEF website, social media platforms, external media networks, partner networks and donor reports.

### JUSTIFICATION

To meet the above-mentioned requirement, the UNICEF Malawi Communication section will be engaging the services of professional, national writers to research, develop, document and produce compelling human-interest stories for advocacy and visibility purposes. The selected writers will be well-versed in UNICEF publications, UNICEF ethical content coverage and stylebook guidelines. They will also support UNICEF in pitching the cleared stories to national media.

### PURPOSE OF THE ASSIGNMENT

The purpose of the assignment is to produce human interest stories to for advocacy, fundraising and visibility purposes. These stories will be required on an as-when-required basis.

### SCOPE OF WORK/OBJECTIVES

#### Major duties and responsibilities:

- Research, write, edit and finalize creative and compelling human-interest stories for the website, prints and other channels as required. Each consultant will be given a specific number of stories on various UNICEF programmes, based on requirements and plans. Clear instructions and guidance will be provided to the consultants by UNICEF programme and communication sections on the topics, subjects, objectives, etc.

- Document research issues, including in-depth interviews with programme staff, community, service providers, government counterparts and beneficiaries, while being mindful of the sensitivities of specific situations, especially children, to support the content writing.
- Work in close coordination with photographers to capture relevant powerful images for stories and photo-essays.
- Provide complete captions and credits for the images collected.

**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
- Ensure evidence generation adheres to UNICEF Procedure for Ethical Standards in Research, Evaluation and Data Collection and Analysis
- Ensure clarity, readability, logic, appropriateness as well as engage writing in all products
- Ensure language accuracy. The final product must not require further editing/copy-editing. Proof-read, including spelling checks, country and city names as well as acronyms and other abbreviations (making sure that they follow official UNICEF terminology and conventions), style consistency, references, etc.
- Ensure adherence to UNICEF style book and guidelines and alignment with the regional and country programme objectives (UNICEF style guide will be provided by the UNICEF Malawi Country Office)
- Ensure factual accuracy including accurate representation of the issues and programmes
- Be available for feedback and inputs as per the requirements of the office
- Be available for several rounds of editing with regards to stories

## REPORTING REQUIREMENTS

**To whom will the consultant report (supervisory and any other reporting/communication lines):** Chief of Communication.

**What type of reporting will be expected from the consultant and in what format/style will the submissions of reports/outputs be done:** Stories and programme briefs will be submitted in text format, package in line with UNICEF style guide. The style guide will be shared with the consultant prior to commencement of the assignment.

**How will consultant consult and deliver work and when will reporting be done:** Delivery dates for specific products will be communicated and the products (stories and programme briefs) will be submitted by agreed dates, within the contract duration.

## EXPECTED DELIVERABLES

In alignment with the scope of work as described above, the consultant will be expected to perform the following activities and deliverables as per the schedule and estimated dates below:

Task/Milestone	Deliverable/Outcome (e.g., Inception, progress, final reports, training material, workshop, etc.)	Estimated # of days	Planned Completion date	% of total fee payable
Well-written and edited stories on UNICEF programmes	Well-written and edited stories on UNICEF programmes	On an as-and when required basis – delivery schedule will be communicated well in advance and mutually agreed as best practices in the past	17 July 2025	Fee payable per successful completed story and as invoiced

However, as the actual starting date may impact the dates estimated in the TOR, a detailed workplan with exact timeframes and actual delivery dates will be jointly agreed upon between the consultant and the supervisor upon contract signature.

#### PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in TOR
- Compliance with the established deadlines for submission of deliverables
- Quality of work
- Demonstration of high standards in cooperation and communication with UNICEF and counterparts

#### PAYMENT SCHEDULE

All payments, without exception, will be made upon certification from the supervisor of the contract, of the **satisfactory and quality completion of deliverables** and upon receipt of the respective and approved invoice.

#### DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE

##### Academic qualification:

- Bachelor's degree in communication, humanities, journalism, creative writing or similar discipline is required.

##### Work experience:

- At least five years' experience in writing, editing communication materials or in journalism at a reputable media organization in Malawi is required.
- Experience in writing for UN or other International Organizations is highly desirable.

##### Technical skills, knowledge and competencies:

- Demonstrated ability to produce high quality, creative communication materials that meet the highest international standards. This includes ability to write outstanding materials and turn 'technical' language into engaging content for a wider audience

- Excellent ability to conduct interviews
- Excellent ability to craft compelling stories based on material gathered in interviews
- Possess excellent research, logical, analytical and writing skills
- Knowledge and understanding of Malawi and its development context is an asset
- Knowledge of child rights issues is desirable
- Well organized and structured, good attention for detail
- Professional work ethic, integrity, and initiative
- Experience working with UNICEF/UN and other global development organizations will be an asset

**Languages:** Fluency in English and Chichewa (strong oral & written skills) required.

## ADMINISTRATIVE ISSUES

UNICEF will regularly communicate with the consultant and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

As per policy on consultants, the individual will be expected to complete a list of mandatory training, including policies on Prohibiting and Combatting Fraud and Corruption, Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgement upon acceptance of the offer.

Before the issuance of the official contract, the individual consultant is requested to:

- complete the applicable mandatory trainings
- self-certify that he/she is fully vaccinated against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

The consultant shall agree with UNICEF on the work plan to ensure all materials are produced and delivered within the contract period. The consultant will work remotely with travel to the field to conduct interviews.

UNICEF will provide transport for the consultant to undertake the stipulated work. No laptop and other electronic equipment shall be given to the consultant. No airtime or data bundles will be given to the consultant. Living expenses are included in the fee.

## CONDITIONS

- ✓ The long-term agreement will be for a period of 36 months; however, the consultant will only work as and when required during this contract period.
- ✓ The candidate selected will be governed by and subject to UNICEF's General Terms and Conditions for individual contracts.
- ✓ No contract may commence unless the contract is signed by both UNICEF and the consultant.

- ✓ The consultant can operate from anywhere in the country but will be required to travel to several districts in the north, central and southern region to conduct interviews and collect material for documentation.
- ✓ The consultant will be paid an all-inclusive fee (including consultancy fees, living expenses, stationary, communication and other miscellaneous expenses) as per the stipulated deliverable and payment schedule.
- ✓ The consultant is not entitled to payment for overtime, weekends or public holidays.
- ✓ Transport will be provided by UNICEF to the consultant during in-country field travel, based on agreed workplan.
- ✓ No travel should take place without an email travel authorization from section prior to the commencement of the journey from the duty station.
- ✓ Standard UNICEF procedures will apply for invoicing and all other financial management requirements set out in the contract.
- ✓ Standard penalty clauses will also apply for late and poor-quality deliverables. The supervisor of the contract will provide the consultant with the criteria for the evaluation of the quality of each deliverable.
- ✓ Additional details of UNICEF rules, regulations and conditions will be attached to the contract.
- ✓ Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- ✓ 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.

## HOW TO APPLY

**Interested consultants should provide the following:**

1. Curriculum Vitae
2. Financial proposal including a breakdown of their all-inclusive fees (including professional fees and accommodation (daily subsistence allowance). Complete the attached form.



Financial  
Proposal.xlsx

3. Samples of written work: Provide two examples of similar assignments undertaken in the last 5 years,