



CONSULTANCY - TERMS OF REFERENCE

Giga – Content Manager

Division: Office of Innovation

Duration: 12 months

Duty Station: Remote or Barcelona, Spain

Advertising summary

We are seeking a **Content Manager** to join Giga, an initiative to connect every school in the world to the Internet and every young person to information, opportunity, and choice. In line with Giga's Communication Strategy, the Content Manager will work with the Giga Communications team and the wider Giga team to collect and tell stories of our work that will inspire leaders, supporters, and beneficiaries to support our ambitious mission. The Content Manager will use the power of words and visuals to amplify our message.

Child Safeguarding

Is this project/assignment considered as "Elevated Risk Role" from a child safeguarding perspective? YES NO

If YES, check all that apply:

Direct contact role YES NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

Child data role YES NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

About Giga

Launched in 2019 as a joint initiative between UNICEF and ITU, Giga has set the ambitious goal to connect every school in the world to the internet.

Half of the world's population has no regular access to the Internet. Millions of children leave school without any digital skills, making it much more difficult for them to thrive and contribute to local and global economies. This has created a digital divide between those who are connected and those who are not, a divide that has become even wider during the Covid-19 pandemic. UNICEF and ITU have therefore joined forces to create Giga, an initiative to connect every school in the world to the Internet and address this new form of inequality.

Giga focuses on connecting schools so that children and young people have access to information, opportunity, and choice. It also uses schools as anchor points for their surrounding communities: if you connect the school, you can also connect local businesses and services. This creates opportunities for service providers to generate revenue from paying users, making connectivity more sustainable. A 2021 [report](#) by the Economist Intelligence Unit found that a 10% increase in school connectivity can increase effective years of schooling by 0.6% and increase GDP per capita by 1.1%.

You cannot fix a problem unless you can see it, so the first step is to map schools and their connectivity levels. Giga uses machine learning to scan satellite images and identify schools. These are then marked by coloured dots on an open-source map: green where there is good connectivity (over 5mb/s); amber where it is limited; and red where there is no connectivity at all.

Just as building railroads allowed previously isolated towns to flourish, providing good quality Internet access will allow communities to participate in the digital economy for the first time. But Giga's work in laying the tracks for connectivity is only one part of a wider effort to bridge the digital divide. UNICEF's Reimagine Education initiative brings all of this work together and has set the goal of connecting every child and young person – some 3.5 billion - to world-class digital learning solutions by 2030. In addition to Giga, it includes components focusing on the affordability of data and content, access to devices, teacher certification and the engagement of young people. Along with ITU's digital skills programme and other initiatives, Reimagine Education aims to ensure that, once connected, young people are empowered with the tools they need to shape their own futures.

You can read more about Giga's work at <https://giga.global/> and by following us on twitter **@Gigaglobal**

Purpose of the appointment / main activities

Giga is looking for an experienced, self-motivated Content Manager who can work with a diverse interdisciplinary team to lead in the collection, development, and management of content to amplify Giga's ambitious goal of connecting every school, and every community to the Internet.

The individual would ideally work across various geographic locations, using a wide range of devices and digital platforms. The successful candidate should possess skills and expertise in communicating visually and verbally – using the power of the written word, impactful photography, engaging multimedia content, and well-designed knowledge products to construct and articulate Giga's goals and mission to the relevant audiences.

Purpose of the appointment

Under the supervision and guidance of the Programme Manager and Communications Lead, the Content Manager will collect, develop, and manage content to build Giga's Communications Hub and Content Library. The Communications Hub and Content Library feed into various Giga communication materials and knowledge products, which the Content Manager will oversee the production and maintenance of, ensuring that they are updated and fact-checked.

Overall, this position is responsible for:

- Collecting content from various sources including field visits, remote content collection (through contractors and local partners), online interviews, and submissions from teams within Giga. The Content Manager is responsible for coordinating, organizing, and managing content collection initiatives. In the field, the Content Manager is responsible for overseeing photography, videography, and interviews and will work in close collaboration with UNICEF Country Offices.
- Developing raw, unprocessed content into various communication materials including case stories, blogs, social posts, multimedia products (videos, podcasts), and well-designed publications and collaterals.
- Managing both raw and processed content by building and maintaining a Communications Hub and Content Library that will serve as Giga's one-stop-shop for all communication resources.

- Producing knowledge products including the following: policy briefs, factsheets, briefing notes, talking points, concept notes, proposals, website content, reports, and other presentations.

Your main deliverables will be:

Content Collection

- In collaboration with relevant Giga and Country Office teams, organize content collection activities in priority Giga countries. This is subject to resource availability and availability of UNICEF COs.
- During possible in-person content collection trips, take part in conducting interviews and take high-quality photographs and footage.
- Build in-country contacts to encourage a fresh supply of stories from the field.
- Supervise and manage remote story collection done through in-country contacts and/or creative contractors (photographers/videographers)
- Create and maintain a story collection guide for in-country contacts and remote contractors to serve as a brief and reference for general content collection.
- Keep an eye on note-worthy events and achievements.
- Conduct desk research of materials, including the materials produced by Giga and other relevant organizations, in consultation with team leads and staff members.

Content Development

- Organize and process content collected from the field, including retouching of photos, producing raw video cuts, transcribing interviews, and compiling field notes.
- Produce 1-2 impact case stories and smaller bite-sized stories/social media content per story collection trip.
- Produce a video story for every story collection trip (TBC)

Content Management

- Create a public facing digital archive/repository for all content produced.
- Maintain the resources inside the Communications Hub and the Story Bank regularly, at least on a quarterly basis.
- Ensure that the Communications Hub and Story Bank are widely used by Giga Staff by regularly promoting new content, especially staff submissions.
- Provide technical guidance to the team on standards for written content, guides, and updating the Giga Key Messages Document.

- Quality control: edit and proof-read written documents prepared by Giga staff, including checking spellings, acronyms, technical terminology, and other abbreviations, etc.
- Ensure all written work is authentic, original, and appropriately cited and/or referenced.

Production of Knowledge Products

- Write, design, edit, and review various forms of knowledge and information products, including but not limited to: policy briefs, factsheets, briefing notes, talking points, concept notes, proposals, website content, reports, and other presentations.

Deliverable	End Products	Time Frame	Percentage of Payment
1	1.1 One-year content plan	Month 1	10%
2	2.1 Three content pieces/knowledge products drafted at the beginning of the month 2.2 Monthly maintenance report of Communications Hub and Story Bank 2.3 Monthly quality control log of Giga materials reviewed * The consultant is expected to collect, develop, and manage different content for each month	Month 2-12	85%
3	End of contract report – recommendations on the production of knowledge products and the collection, development, and maintenance of content.	Month 12	5%
		TOTAL	100%

To qualify as an advocate for every child you will have...

- An advanced university degree (Master's or higher) in Communications, Marketing, Social Sciences, management, or related degree is required. A first University Degree coupled with 2 years of relevant experience could be considered in lieu of an advanced degree.
- A minimum of five (5) years of relevant working experience, ideally within the United Nations system, or at International Non-Governmental Organizations, foundations, governments, or academic institutions.
- Hands-on experience in collecting impact stories from the field, both via remote management of freelancers and in-person content collection. Experience in international, remote, and challenging locations desirable.
- An eye for capturing visual stories through photography and videography.
- Multimedia experience; ability to process content collected in the field into end products for different Giga audiences
- Strong written communication skills and experience as a technical writer with a particular focus on ICT and innovation work.
- Proven experience writing documents for a wide range of audiences.
- Ability to visually communicate ideas through visuals, with a proven experience in the design and layout of publications and materials.
- Proficiency with Adobe Creative Suite Programs: Photoshop, InDesign, Premiere Pro.
- Capacity to develop concise, accurate, and effective output documents as required.
- Outstanding communication, teamwork, and interpersonal skills; team-first mentality
- Fluency in English. Competence in another UN language is preferred.

Payment details and further considerations

- Payment of professional fees will be based on the submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.
- Consultant is responsible for his/her own health and travel insurance
- Consultant is responsible to arrange his/her own travel, including visa

How to apply:

- Interested applicants are required to submit a financial proposal with all-inclusive fee.

- Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance
- **Applications without a financial proposal will not be considered.**

For every Child, you demonstrate...

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability ([CRITAS](#)).

To view our competency framework, please visit [here](#).

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

Remarks:

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

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.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of **fully vaccinated** status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. 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.

SUPERVISOR: Marija Novkovic, Programme Manager

PREPARED BY: Ngasuma Eva Kanyeka, Communications Lead

Signature and date: _____

APPROVED BY: Marija Novkovic, Programme Manager

Signature and date: _____

ACKNOWLEDGED BY CONSULTANT:

Name, signature and date: _____