

## **TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT - LONG-TERM AGREEMENT**

**Title: Long Term Agreement (LTA) for Engagement of Individual Consultants as Writers & Editors**

**Duty Station:** Home based consultancy contracts

**Duration of LTA:** Two years with the possibility of extension for one more year (max. 3 years)

**Closing Date:** 1 August 2023

**Row Number and description from approved Consultancy Plan:** 4. Designer, photo, video, translation, editing, writer

### **1. BACKGROUND / RATIONALE**

UNICEF LAO PDR 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 LAO PDR related initiatives. These will be disseminated through different channels, including online, social media networks, partner networks and donor reports.

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

### **2. PURPOSE OF ASSIGNMENT**

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

### **3. PROGRAMME AREA AND SPECIFIC PROJECT AREA**

The consultant under LTA arrangement will support all programme areas. Specific contract managers will provide supervision for specific services contracted under the provisions of this LTA. Technical supervision, i.e. style rules and requirements, will be provided by the Communications team.

### **4. OBJECTIVE(S)**

The overall objective is to set up a Long-Term Agreement to facilitate and expedite the process by which UNICEF LAO PDR 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.

### **5. 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:

- 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
- 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.
- Work in close coordination (where required) with photographers to help capture relevant, powerful captions of photographs for their stories and photo essays.
- Review, edit, and consolidate material for knowledge products, ensuring clarity and continuity of the argument and clarity of structure and core themes.
- Proofread layout files, including checking spelling, country, and city names and acronyms and other abbreviations (making sure that they follow official UNICEF LAO PDR terminology and conventions), style consistency, callouts, layout problems, references, etc.
- Ensure implementation of the UNICEF LAO PDR style guide (UNICEF LAO PDR Country Office will provide a style guide).
- Write digital content media as required, including project factsheets, webpages, stories of change, and knowledge products such as forewords, prefaces, etc.
- 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.
- Be available for several rounds of editing with regards to stories.
- Deliver on tight, short timelines as needed

**Responsibilities of the Consultant:**

- The consultant will use their own equipment; laptops, microphones, software and other accessories that may be required for this task.
- 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.
- 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:**

- UNICEF LAO PDR will provide all details pertaining to the activity and the requirements
- UNICEF LAO PDR 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.

**6. DELIVERABLES**

No.	Tasks for different areas	Deliverable	Specific delivery date/deadline for completion of deliverable
1	Editor for Media, Advocacy and Behaviour Change	<ul style="list-style-type: none"> <li>○ Behaviour change articles/stories</li> <li>○ Advocacy material</li> <li>○ Scripts for broadcast</li> <li>○ Opinion pieces, media articles</li> <li>○ Editorials</li> <li>○ Reports</li> </ul>	As and when requested by UNICEF LAO PDR

		<ul style="list-style-type: none"> <li>○ Key messages, QA on issues pertaining to media</li> <li>○ Press release and media briefing/pitches/talking points</li> </ul>	
2.	Writer for Website	<ul style="list-style-type: none"> <li>○ Website articles</li> <li>○ Content for landing pages and photo essays</li> <li>○ Human interest stories - blogs</li> <li>○ Testimonials</li> <li>○ Celebrity profiles</li> <li>○ FAQs</li> <li>○ SEO</li> </ul>	As and when requested by UNICEF LAO PDR

## 7. 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 below 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 below the number of hours/months of manipulating or transmitting personal identifiable information of children (name, national ID, location data, photos):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

## 8. TRAVEL

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). Payment of travel costs including tickets, lodging, etc. should be agreed upon, between UNICEF and the consultant as part of the quotation for each specific assignment and included in the respective purchase order. All air travel will be by economy class irrespective of the duration of travel.

## 9. ESTIMATED DURATION OF LTA

The Long-Term Agreement 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 Lao PDR.

## 10. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ LANGUAGE SKILLS REQUIRED (Please use as applicable)

### **Category 1: For Editors for Media, Advocacy and behaviour change**

- At least a 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 additional to the minimum indicated below 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
- Ability to analyze, plan, communicate effectively orally and in writing draft reports

**Category 2: For Writers for website/blogs**

- At least a 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 additional experience additional to the minimum indicated below 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
- Ability to analyze, plan, communicate effectively orally and in writing draft reports.

**Language – for both categories:**

- Fluency in oral and written English is required
- Knowledge of Lao language is an asset

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

**11. 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
<b>Sub-Total:</b> Candidates will be shortlisted for the written test based on the review of sub-criteria 1 and 2 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	<b>28</b>	<b>40</b>
<b>5. A written test</b> will be administered to shortlisted candidates	<b>28</b>	<b>40</b>
<b>TOTAL TECHNICAL SCORE</b> 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.	<b>56</b>	<b>80</b>

<b>Financial Score</b> The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of 80:20		<b>20</b>
<b>TOTAL</b>		<b>100</b>

## 12. FINANCIAL PROPOSAL

<b>Applicant Name:</b> <i>(applicant to insert here)</i>	
<b>Services</b>	<b>Daily Rate*</b>
Writing	<i>(applicant to insert here)</i>
Editing	<i>(applicant to insert here)</i>
Copy editing	<i>(applicant to insert here)</i>
Proofreading	<i>(applicant to insert here)</i>

## 13. PAYMENT SCHEDULE

The LTA to be signed will have a fixed fee rate for three years. However, UNICEF LAO PDR does not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on forthcoming needs.

## 14. CONTRACTS CREATED AGAINST THE LTA.

Whenever writing/editing services are required, details of the requirement/deliverables including quantities and deadlines will be presented to the top-ranking LTA holder. Should this consultant not be available for this assignment, UNICEF LAO PDR will contact the second ranked consultant and so on.

Upon receipt of confirmation of availability and interest in the assignment, a contract will be issued with the prices/fees agreed in the LTA. The consultant must sign the contract prior commencement of work.

Payment will be made after completion of deliverables and submission of invoices for the actual work completed, subject to satisfactory performance.

## 15. 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 further considered.***

- 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 LAO PDR 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 LAO PDR 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.