



CONSULTANCY - TERMS OF REFERENCE

Title: Content Creator – Influencer

Division: UNICEF Office of Innovation, Stockholm, Sweden

Duration: 9 months – (195 working days)

Duty Station: Remote

Advertising summary

UNICEF Office of Innovation (OOI) is looking to work with a creative digital content creator from an emerging economy to co-create and deliver engaging multimedia thought leadership content as part of the Our Future Campaign leading up to the United Nations Summit of the Future in 2024.

This call out for proposals looks to appoint a content creator for a nine-month collaboration as well as create a pool of multiple content creators (social media influencers) for long-term engagement with OOI.

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):

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

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone. And we never give up.

For every child...innovate

UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships and technologies that support realizing children's rights are critical to improving their lives.

The **Office of Innovation** is a creative, interactive, and agile team in UNICEF. We sit at a unique intersection, where an organization that works on huge global issues meets the start-up thinking, the technology, and the partners that turn this energy into scalable solutions.

UNICEF's Office of Innovation creates opportunities for the world's children by focusing on where new markets can meet their vital needs. We do this by:

- Connecting youth communities (or more broadly -- anyone disconnected or under-served) to decision-makers, and to each other, to deliver informed, relevant and sustained programmes that build better, stronger futures for children.
- Provoking change for children through an entrepreneurial approach -- in a traditionally risk averse field -- to harness rapidly moving innovations and apply them to serve the needs of all children.
- Creating new models of partnership that leverage core business values across the public, private and academic sectors in order to deliver fast, and lasting results for children.

The Office of Innovation specifically looks to form partnerships around frontier technologies (including artificial intelligence, blockchain, 21st century skills, urban technologies, new banking tools, wearables and sensors, etc) that exist at the intersection of \$100 billion business markets and 1 billion person needs – and to identify how they can grow and scale profitably and inclusively.

Our team

We're an interdisciplinary team around the world tasked with identifying, prototyping, and scaling new technologies and practices. With our partners, we focus on convening and collaborating on new and different solutions, low- and high-tech, by:

- **Looking** at the 2-5 year horizon to evaluate emerging and trending technologies and to see how UNICEF can work with the private sector on doing better business while improving essential services for children;
- **Investing** in early-stage solutions that show great potential to positively impact children in the 02 year future including the Venture Fund that invests in open source technology solutions from start-ups based in UNICEF's programme countries;
- **Identifying** proven solutions that can be implemented at national scale in multiple countries – taking the ideas that help thousands in one country, bringing them to dozens of countries across multiple sectors, and impacting the lives of millions of children.”

About the Our Future Campaign

Young people are the architects of our shared future. In the lead up to the Summit of the Future in 2024, UNICEF and its partners aim to drive collective action to unlock capital flows to strengthen innovation ecosystems in emerging economies. Our goal is to expand the global network of Generation Innovation - young social innovators and entrepreneurs in emerging markets addressing local challenges with game-changing solutions with the potential to make global impact for this and future generations.

Through co-hosted global events and digital communications, the campaign aims to increase investment in collaborative funds building and strengthening ecosystems in emerging markets to create a multiplier effect of the impact of generation innovation – globally.

How can you make a difference?

1. Lend your voice and audience reach to support the Our Future Campaign
2. Co-create with UNICEF Office of Innovation, impactful, compelling, and engaging content to reach a wide audience with the key message of the campaign
3. Inform, inspire and engage a diverse audience segmentation in the call for increased investment in collaborative funds equipping and enabling generation innovation – problem solvers, innovators and entrepreneurs from emerging markets – and help ensure this and coming generations of young people have the skills, opportunities and power they need to shape an inclusive, equitable and secure future for all.

Your role will be to:

1. Co-create 3 compelling and impactful pieces of content connecting with your network of high-profile personalities/ influencers with the call for increased investment in collaborative funds building a global ecosystem of young innovators and entrepreneurs in emerging markets
2. Develop and implement a youth engagement strategy with a digital activation amplifying the voices of young people with the objective of delivering a message to global power holders on the role of young people as architects of our shared future.
3. Inform, inspire and engage key audiences on the campaign message at a major campaign event – either as a speaker or host

Description of assignment

	Tasks	Deliverables/Outputs	Delivery deadline	% of payment/ Estimated combined working days
1	Co-create 3 compelling and impactful pieces of content connecting with your network of high-profile personalities/influencers with the call for increased investment in collaborative funds building a global ecosystem of young innovators and entrepreneurs in emerging markets	3 digital media content pieces placed on digital media platform with a reach of over 100,000 key audiences. 1x audience engagement report	Month 1-3	30%
2	Develop and implement a youth engagement strategy with a digital activation amplifying the voices of young people with the objective of delivering a message to global power holders on the role of young people as architects of our shared future. Inform, inspire and engage key audiences on the campaign message at a major	1x Youth engagement Strategy Multimedia assets launching digital activation Launch of digital activation	Month 4-5	20%
3	Inform, inspire and engage key audiences on the campaign message at a major campaign event – either as a speaker or host	Attend, facilitate/speak at 1x campaign event	Month 6-8	30%
4	Report on audience reach, engagement	1x digital media audience engagement report for all content produced in the duration of the contract. The report should reflect audience reach and include visuals (i.e photos/videos representative on content produced) and metrics of audience engagement i.e	Month 9	20%

		impressions, views or any relevant metrics.		
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To qualify as an advocate for every child you will have...

- A Bachelor's degree in Communications, Business Administration, Journalism/Mass Communication, Public Relations, or any other relevant field.
- Professionally curated and managed audience reach of over 100,000 followers/ supporters and a strong network of high-profile personalities and influencers.
- Excellent speaking and writing communication skills and experience as a compelling public speaker with strong networking skills and ability to influence and engage a broad and diverse audience
- A minimum of 3 years of relevant professional experience in communication and creating trending digital media content
- Knowledge of social media content creation, advocacy, and campaigning
- Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

Travel:

- The content creator/influencer is expected to travel to Sweden – Stockholm, for a stay of up to 5 days.
- The content creator/influencer is responsible for arranging his/her own travel, including visa and travel insurance.

Payment details and further considerations

- Payment of professional fees will be based on the completion 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.

How to apply:

- Interest applicant is required to submit a financial proposal with all-inclusive fees. Please see the financial proposal template.
- 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.

[United Nations Children's Fund](#)

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.