

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

Title: International Writer	Funding Code: WBS: 0660/A0/06/880/004/004 Grant: SM210210; Expiry date: 31 Dec 2023 SC210384; Expiry date: 11 Mar 2024 SM230182; Expiry date: 30 Jun 2024	Type of engagement <input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time* <input type="checkbox"/> Individual Contractor Full-Time * *maximum end date 30 June 2023	Duty Station: Phnom Penh, Cambodia
Purpose of Activity/Assignment: <p>UNICEF Cambodia's Communication Section is responsible for the organisation's public advocacy and communication, risk communication and community engagement in the country. To fulfill this mission, a wide range of communication assets and materials are produced on a regular basis, including documents for advocacy, accountability, awareness-raising, information sharing, community engagement and fundraising purposes.</p> <p>The Communication Section works closely with programme teams and partners to communicate with the media, the public, and donors to advocate for a wide range of issues, aiming to improve the lives of Cambodian children and youth.</p> <p>Compelling written materials are therefore an integral part of UNICEF's brand, and as such, its publications and other documents must be clearly understood and resonate with their intended audience and be professionally crafted following global communication guidelines.</p> <p>UNICEF Cambodia is in need of external support for various communication products in the English language. This advertisement's purpose is two-fold: to select a writer to join the Communication Section for a period of 8 months, from 1 July 2023 – 29 February 2024 and to establish a roster of a selected small pool of professional writers, who can then be called upon as needs arise.</p> <p>Under the general guidance of the Chief of Communication, this role is responsible for developing narratives, human interest stories, key messages, copy for photo essays, advocacy briefs, newsletters and blogs, media briefs and press releases, video/radio scripts and social media content in English.</p>			

Scope of Work:

- Work with the Chief of Communication and other section leads to prepare advocacy and communication materials in relation to the UNICEF advocacy priorities, such as media briefings and responses, web content, press releases, op-eds, fact sheets, Q&As, video/TV/radio scripts, blogs, etc.
- Work with the Communication team and Chiefs of all sections to develop communication strategy and communication kit for the new country programme 2024-2028.
- Develop precise concept notes and produce professional press kits and social media content for advocacy campaigns including specific content on climate change, child online grooming and sexual extortion, Fix my food, and Sports for Development.
- Work with the team to develop and launch UNICEF Cambodia monthly newsletters in a timely manner.
- Work with the UNICEF Cambodia Management Team to develop blogs and Op-Eds including on situation analysis of children, learning loss, mental health and climate change.
- Develop key messages for social media campaigns and initiatives and create content for digital and social media platforms as needed.
- Work closely with the Communication Team to develop compelling narratives on UNICEF advocacy messages for various key assets such as videos, concept notes, etc.
- Develop donor and fundraising content packages, such as fact sheets, beneficiary testimonies, interviews, blogs etc.
- Ensure communication materials are inclusive, equitable, consultative and participatory to carry along all stakeholders, and when relevant, promote SBC principles.
- Provide editorial support to the UNICEF Cambodia Communication Team as needed.

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
- Ensuring evidence generation adheres to UNICEF Procedure for Ethical Standards in Research, Evaluation and Data Collection and Analysis.
- Ensuring clarity, readability, logic, appropriateness as well as engaging writing in all products
- Ensuring language accuracy. The final product must not require further editing/copy-editing
- Consulting with a supervisor and other UNICEF colleagues to ensure adherence to UNICEF style and guidelines and alignment with the country programme
- Ensuring factual accuracy, including accurate representation of the issues and programmes
- Ensuring any policy briefs related to evaluation adheres to United Nations Evaluation Group’s revised Norms and Standards for Evaluation and to UNICEF evaluation guidance.

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](#)

Budget Year: 2023 & 2024	Requesting Section/Issuing Office: External Communication Section	Reasons why consultancy cannot be done by staff: <i>It is a specific assignment that requires devoted time and expertise of an individual to develop narratives, human interest stories, key messages, copy for photo essays, advocacy briefs, newsletters and blogs, media briefs and press releases, video/radio scripts and social media content in English. This assignment requires fluency in English in all four areas (read, write, speak, understand) and "Knowledge of "equals a rating of "confident" in two of the four areas.</i>
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify: <i>This activity is planned under Key Result Area 4: Systems are in place for effective and efficient delivery on communication targets</i>		
Consultant sourcing: <input type="checkbox"/> National <input checked="" type="checkbox"/> International <input type="checkbox"/> Both Competitive Selection: <input checked="" type="checkbox"/> Advertisement <input type="checkbox"/> <input checked="" type="checkbox"/> Roster Single Source Selection <input type="checkbox"/> (Emergency - Director's approval)		Request for: <input checked="" type="checkbox"/> New SSA – Individual Contract <input type="checkbox"/> Extension/ Amendment
If Extension, Justification for extension: 		
Supervisor: Hadrien Bonnaud	Start Date: 1 July 2023	End Date: 29 February 2024

Work Assignments Overview	Deliverables/Outputs	Delivery deadline	Payment Schedule
<ul style="list-style-type: none"> - Support the development of workplan, concept notes, communication materials and evaluation report of the sexual extortion campaign. - Develop implementation plan, media and social media content, and evaluation report of the Sports for Development project. - Provide editorial support on daily social media content, 2 monthly newsletters, produce 1 Op-Ed, and write 2 HIS on UNICEF advocacies and impacts. 	Deliverable #1	31 July 2023	13%
<ul style="list-style-type: none"> - Support the development of creative concept note for “Climate Change Campaign” and develop press release and social media contents in line with the campaign strategy. - Provide editorial support on daily social media content, 1 monthly newsletters, produce 1 Op-Ed, and write 2 HIS on UNICEF advocacies and impacts. 	Deliverable #2	01 September 2023	14%
<ul style="list-style-type: none"> - Develop creative concept note for “Fix My Food” campaign and social media content including producing scripts and creative concepts for audio-visual materials and graphics/illustration. - Produce awareness-raising materials on child rights for online or offline use and/or child-friendly versions of key publications (including final version of SitAn). 	Deliverable #3	03 October 2023	13%
<ul style="list-style-type: none"> - Develop content packages such as fact sheets, beneficiary testimonies, interviews and blogs etc for donors and fundraising purposes including for the DFAT, USAID, Japan, EU, and Germany. - Provide editorial support on daily social media content 1 monthly newsletter and write 2 HIS on UNICEF advocacies and impacts. 	Deliverable #4	06 November 2023	12%
<ul style="list-style-type: none"> - Develop concept note, press release and social media contents for World’s Children Day. - Provide editorial support on daily social media content, 2 monthly newsletters, produce 1 Op-Ed, and write 2 HIS on UNICEF advocacies and impacts. 	Deliverable #5	30 November 2023	11%
<ul style="list-style-type: none"> - Review key project documents and attend inception meetings with programme sections and stakeholders of ongoing and planned communications support - Develop communication strategy for country programme 2024 – 2028 	Deliverable #6	04 January 2024	14%

Develop communication kit on UNICEF country programme 2024 - 2028	Deliverable #7	29 February 2024	23%
<p>Minimum Qualifications required*:</p> <p><input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>Master’s degree in English, Journalism, Communication, or relevant field</p> <p><i>*Minimum requirements to consider candidates for competitive process</i></p>	<p>Knowledge/Expertise/Skills required*:</p> <ul style="list-style-type: none"> ▪ Minimum 3 years of progressive experience in communication and writing for an external audience ▪ Experience in drafting advocacy documents from researches or studies is desirable ▪ Experience in conducting interviews for collecting information/case studies is desirable ▪ Experience working with UNICEF or other development organisations is a plus. ▪ Outstanding writing skills in the English language with demonstrated ability for logical and analytical writing as well as ‘de-jargoning’ technical language for a wider audience ▪ Well organised and structured, good attention to detail ▪ Strong communicator with excellent interpersonal skills ▪ Knowledge and understanding of Cambodia and its development context ▪ Knowledge of child rights issues is desirable <p><i>*Listed requirements will be used for technical evaluation in the competitive process</i></p>		
<p>Evaluation Criteria (This will be used for the Selection Report (for clarification see Guidance))</p> <p>A) Technical Evaluation (70 Points) B) Financial Proposal (30 Points)</p> <p>- Degree and Education (20 points)</p> <p>- Knowledge and Skills (20 points)</p> <p>- Relevant work experience (30 points)</p>			

<p>Administrative details:</p> <p>Visa assistance required: <input type="checkbox"/></p> <p><input type="checkbox"/> Home Based <input checked="" type="checkbox"/> Office Based:</p>	<p>If office based, seating arrangement identified: <input checked="" type="checkbox"/></p> <p>IT and Communication equipment required: <input checked="" type="checkbox"/></p> <p>Internet access required: <input checked="" type="checkbox"/></p>
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¹ Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on 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

Text to be added to all TORs:

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.

UNICEF offers [reasonable accommodation](#) for consultants 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.