

Individual Consultancy:  
NATIONAL Communication  
Consultant (Multimedia Content  
Producer)



## 1. Background

UNICEF Cambodia is working closely with the Ministry of Health (MoH) and the World Health Organisation (WHO) to prepare the country for the roll-out of the eventual vaccines. One of the key areas of intervention is Communication. The consultant will work to create multimedia content with relevance to two key pillars of the communication strategy for the roll-out of the COVID-19 vaccines: raising awareness, knowledge, and confidence around COVID-19 immunization services among key target groups so they know who, why, how, where and when they can receive COVID-19 vaccines; and building public trust and fighting mis/disinformation related to vaccines. The consultant's expertise contributes to delivering high quality, engaging content, and responding promptly to a dynamic situation.

## 2. Purpose

Under the supervision of chief of Communication, creates content related to the **COVID-19 communication strategy**, in particular as related to graphic design, publication layout, social media graphics, leaflets, posters, videos, photo essays, audio tracks, etc. The consultant will act a focal point of managing and updating UNICEF public website and work with the communication, health and C4D teams to provide content access to relevant partners. S/he will ensure that the photo/video database (WeShare) is up to date with all available assets for the wider UNICEF family.

## 3. Work Assignments

Graphic designer will work on:

1. Using appropriate computer software, prepares the design and layout at ready-for-print stage of materials produced for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes.
2. Using UNICEF's equipment, works closely with the C4D Officer and Chief of Communication to produces audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes.
3. Works closely with the social media team to produce social media visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes.

4. Reviews proofs of printed materials submitted by printers and advices on their acceptability or need for correction.
5. Maintains a roster of graphic resources in the country, including illustrators and artists.
6. Provides quality assurance support to programme sections when contracting external graphic designers, printing houses and other multimedia creators.
7. Supports the design and development of branding and signage materials such as banners, leaflets, visibility items, etc.
8. Prepares materials and displays for exhibitions; assists programme sections in identifying appropriate graphic materials for inclusion into donor reports and analytical reports.
9. Ensure proper UNICEF brand identity is followed in all multimedia materials.
10. Updates UNICEF Cambodia's website in a timely manner with new content such as press releases, human interest stories, new publications, evaluations, peer-reviewed articles, updated text as necessary, etc, following UNICEF's global guidance on website management.
11. Updates UNICEF Cambodia's account on the global WeShare database with high-resolution photography and videography, with proper captioning and description.

#### 4. Expected deliverables

Under the supervision of the Chief of Communication, the consultant will be responsible for producing the following deliverables:

Deliverable	Estimated number of working days	Deliverable Completion Timeframe
1. - Producing 2 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes - Producing 2 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes - Producing 2 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes - Producing 1 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes - Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators - Reviewing proofs of printed materials	17 days	30 April 2021

<ul style="list-style-type: none"> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> </ul>		
<p>2.</p> <ul style="list-style-type: none"> <li>- Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 2 videos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators</li> <li>- Reviewing proofs of printed materials</li> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> </ul>	19 days	31 May 2021
<p>3.</p> <ul style="list-style-type: none"> <li>- Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 1 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Providing quality assurance to programme sections when contracting</li> </ul>	22 days	30 June 2021

<p>external graphic designers, printing houses and other multimedia creators</p> <ul style="list-style-type: none"> <li>- Reviewing proofs of printed materials</li> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> </ul>		
<p>4. - Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes</p> <ul style="list-style-type: none"> <li>- Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 2 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators</li> <li>- Reviewing proofs of printed materials</li> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> </ul>	21 days	30 July 2021
<p>5. - Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes</p> <ul style="list-style-type: none"> <li>- Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> </ul>	22 days	31 August 2021

<ul style="list-style-type: none"> <li>- Producing 1-2 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators</li> <li>- Reviewing proofs of printed materials</li> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> </ul>		
<p>6.</p> <ul style="list-style-type: none"> <li>- Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 1-2 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators</li> <li>- Reviewing proofs of printed materials</li> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> <li>- Developing a package of materials to display for exhibitions</li> </ul>	22 days	30 September 2021
<p>7.</p> <ul style="list-style-type: none"> <li>- Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes</li> </ul>	19 days	29 October 2021

<ul style="list-style-type: none"> <li>- Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 2 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators</li> <li>- Reviewing proofs of printed materials</li> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> <li>- Maintaining a roster of graphic resources in the country, including illustrators and artists</li> </ul>		
<p>8. - Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes</p> <ul style="list-style-type: none"> <li>- Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 1 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators</li> <li>- Reviewing proofs of printed materials</li> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with</li> </ul>	21 days	30 November 2021

<p>proper captioning and description on UNICEF's global WeShare database - Providing proofs printed materials</p>		
<p>9. - Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes - Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes - Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes - Producing 1 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes - Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators - Reviewing proofs of printed materials - Updating 1-2 new content on UNICEF Cambodia's website in a timely manner - Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database - Providing proofs printed materials</p>	<p>23 days</p>	<p>31 December 2021</p>
<p>10.- Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes - Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes - Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes - Producing 1 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes - Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators - Reviewing proofs of printed materials</p>	<p>20 days</p>	<p>31 January 2022</p>

<ul style="list-style-type: none"> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> </ul>		
<p>11.- Producing 4 design and layout at ready-for-print stage for COVID-19 vaccine roll out, RCCE, and other UNICEF-assisted programmes</p> <ul style="list-style-type: none"> <li>- Producing 4 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 4 photos regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Producing 1 video regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> <li>- Providing quality assurance to programme sections when contracting external graphic designers, printing houses and other multimedia creators</li> <li>- Reviewing proofs of printed materials</li> <li>- Updating 1-2 new content on UNICEF Cambodia's website in a timely manner</li> <li>- Regularly updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Providing proofs printed materials</li> </ul>	20 days	28 February 2022
<p>12.- Updating 1 new content on UNICEF Cambodia's website</p> <ul style="list-style-type: none"> <li>- Updating high-resolution photography and videography with proper captioning and description on UNICEF's global WeShare database</li> <li>- Producing 2 audio/visual content related to RCCE, COVID-19 vaccine roll out and other UNICEF-assisted programmes</li> <li>- Producing 1-2 photo(s) regarding COVID-19 roll out, RCCE, and other UNICEF-assisted programmes</li> </ul>	16 days	22 March 2022
<b>Total number of working days</b>	<b>242 working days</b>	



## **5. Location**

The position is based in Phnom Penh, UNICEF Office with frequent travel to zonal offices.

## **6. Duration**

The duration of the assignment will be for two hundred and forty-two (242) working days (11.5 months) from 05 April 2021 to 22 March 2022 including a maximum of twenty (20) working days conducting field mission in the provinces.

## **7. Qualifications and Experience**

### **Education:**

- Completion of mater degree in a relevant field (journalism, art, design, social studies, etc)
- Specialized training in art or design an asset
- Specialized training in video and photography
- Advanced level of computer proficiency and familiarity with design software and technology such as photoshop, Canva, Illustrator, Premiere and other graphic package.

### **Experience:**

- Minimum 1 years' experience in communication, particularly relating to graphic design with a strong command of graphic-design software use
- Minimum 1 years' experience in digital media production such as video and photo production and post-production with sample of relevant work
- Experience in using and developing websites, ability to update regularly with proper captioning and description, per UNICEF global guidelines and standards
- Experience in producing visual content for social media purposes
- Excellence in working cross-culture environment
- Experience in filming video and shooting photographs with DSLR cameras such as the Cannon models
- Proven experience on Mac & PC video and photo editing platforms
- Experience in developing video and written content
- Demonstrate ability to work autonomously and achieve outcome
- Previous experience working with UNICEF or other international development organization is an asset
- Excellence in written, verbal and interpersonal communication skills (Khmer and English)
- Ability to work under pressure and to meet deadlines
- Strong drive for results, setting high standard for quality of work

### **Technical competencies (evidenced by production portfolio):**

- Demonstrated professional competence and knowledge of the areas of work

- Proven expertise in graphic design materials
- Video production including filming, story development, sophisticated editing techniques

**Competencies:**

- Ability to work quickly and responsively
- Ability to work independently
- Demonstrates integrity and high ethical standards
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favouritism
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment

**Languages:**

- Strong command of Khmer and English

**8. Payment schedule linked to satisfactory deliverables**

*\* The fees shall be calculated based on the days estimated to complete the assignment in the Terms of Reference and shall be considered the maximum compensation as part of a lump sum contract and agreed on a work plan for submission of deliverables. No additional fees shall be paid to complete the assignment. Payment will be made upon delivery of all final products and full and satisfactory completion of the assignment.*

<b>Deliverables</b>	<b>Payment (including business travel fee) be directly linked with satisfactory deliverables</b>	<b>Reporting Requirements for each deliverable</b>
Deliverable #1	6 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #2	7 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #3	10 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #4	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #5	10 %	All the deliverable's achievements have shown in a monthly progress report

Deliverable #6	10 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #7	7 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #8	9 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #9	10 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #10	8%	All the deliverable's achievements have shown in a monthly progress report
Deliverable #11	8 %	All the deliverable's achievements have shown in a monthly progress report
Deliverable #12	6 %	All the deliverable's achievements have shown in a monthly progress report

## 9. Administrative Issues

Consultant may require travel outside of Phnom Penh. UNICEF will not make additional payments to cover for travel expenses such as accommodation and subsistence, but transportation will be provided by UNICEF, therefore consultant should consider such expenses when providing her/his financial proposal for the all-inclusive production daily fee.

## 10. Contract supervisor

Consultant will report to UNICEF Chief of Communication.

## 11. Penalties for Underperformance

Payment of fees to the Contractor under this contractor, including each instalment or periodic payment (if any), is subject to the Contractor's full and complete performance of his or her obligations under this contract with regard to such payment to UNICEF's satisfaction, and UNICEF's certification to that effect.

Performance indicators: Consultants' performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Cambodia.

## 12. Termination of Contract

This contract may be terminated by either party before its specified termination date by giving notice in writing to the other party. The period of notice shall be five (5) business days (in the

UNICEF office engaging the Contractor) in the case of contracts for a total period of less than two (2) months and fourteen (14) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a longer period; provided however that in the event of termination on the grounds of impropriety or other misconduct by the Contractor (including but not limited to breach by the Contractor of relevant UNICEF policies, procedures, and administrative instructions), UNICEF shall be entitled to terminate the contract without notice.

### **13. Submission of applications**

Interested candidates are kindly requested to apply and upload the following documents to: <http://www.unicef.org/about/employ/>

1. Letter of Interest (cover letter) with indication of applicant's ability and availability
2. CV or Resume with explaining how your background and experience are relevant to the consultancy work assignment and the qualifications, competencies, knowledge and skills
3. Substantial portfolio featuring links to assets such as video, posters, left lets, social media assets, websites, that the candidate has developed
4. Candidates latest performance evaluation report and references of similar consultancy assignments or other references of similar consultancy assignments (if available)
5. Your fee proposal or price proposal by indicating daily/monthly rate (in US\$) to undertake the terms of reference above. Applications submitted without a daily/monthly rate will not be considered.

### **14. Assessment Criteria**

A two-stage procedure shall be utilized in evaluating technical assessment being completed prior to any price proposal being compared.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

#### **NOTE:**

For evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

- a) Technical Qualification: **max. 100 points**, weight (70 %)
  - Education (**20 points**)
  - Relevant working experience (**30 points**)
  - Knowledge and Skills (**30 points**)
  - Quality of past work (e.g. applicant's written Standard Operational Procedures or other relevance written work) (**20 points**)
- b) Financial Proposal: **max. 100 points** weight (30 %)
  - The maximum number of points shall be allotted to the lowest Financial Proposal that is evaluated and compared among those technical qualified candidates who

have attained a minimum 60 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

- The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

The maximum number of points shall be allotted to the lowest Financial Proposal that is compared among those technical qualified candidates who have attained a minimum 60 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.