

TERMS OF REFERENCE

Producing photographs to illustrate UNICEF stories, publications and website

1. Purpose of Special Service Agreement:

UNICEF needs to document the projects it supports in Moldova through stories and pictures. These pictures will be used for publications, donor reports, website, Facebook page and other documents.

UNICEF is eliciting the assistance from a highly skilled, renowned photographer to illustrate several human interest stories during the year.

2. Objective of the Special Service Agreement with expected results/outcome/products/sub products/outcomes:

To illustrate several human interest stories, publications and website. It is expected that every assignment will result into at least 10 usable pictures with captions in Romanian. The copyright of all the pictures (raw and edited) taken during the assignment will belong to UNICEF. The photographer will not be authorised to publish or reproduce them anywhere else (except for her/his portfolio)

3. Delivery dates based on the work plan (to be approved by the Project Officer):

Deliverable – at least 10 edited photographs with captions per assignment submitted to UNICEF electronically within the deadline fixed by UNICEF

4. Details of how the work should be delivered:

The incumbent is expected to maintain at all times demeanour and behaviour consistency with highest journalistic ethical standards aligned with UNICEF principles of work with children.

The incumbent will work in close coordination with UNICEF Communication Officers, UNICEF Programme Officers and writer in charge of writing human interest stories

To achieve the objective of the assignment, the contractor will:

- a. Travel, if required together with the journalist, to the project sites and meet with beneficiaries of the project activities – children, families, and local authorities;
- b. Attend UNICEF public events and document them through photography, upon request
- c. Take and edit pictures so that at least 10 edited pictures per assignment are submitted.
- d. Write captions for each edited picture

5. Performance indicators for evaluation of results:

The evaluation of the contractor(s)' performance will be based on:

- Quality of produced outputs
- Compliance with the established timelines
- Compliance with ethical UNICEF standards related to reporting on children

6. Qualifications/specialized knowledge/experience required to complete the task:

- Currently practicing journalist photographer with at least 5-year experience in photographing social issues

- Technical knowledge and familiarity with social dimension criteria in documenting human stories
- Knowledge on ethical standards in reporting on issues related to children

7. Definition of supervision arrangements:

The contractor(s) will work in close cooperation with technical UNICEF staff members and will be directly supervised and evaluated by the UNICEF Chief of Communication and the requesting chief of programme.

8. Description of official travel involved:

The consultancy will involve travel within Moldova, including Transnistria in some cases.

Prior to starting the assignment, the selected candidate must complete Basic Security in the Field.

9. Estimated cost of the contract and funding source by PBA:

Contractor's assignment will be considered completed and fee for his/her services rendered only after the written approval of the quality of products by the UNICEF Chief of Communication and the requesting chief of programme.

The contractor will be paid a fee of 100 USD per day of work. This includes all related costs such as transportation, meals etc.

Payment will be made according to UNICEF policies in Moldovan Leys at the UN exchange rate for the payment day.

Funding source: GC/2006/0400-01

10. UNICEF recourse in the case of unsatisfactory performance:

In case of unsatisfactory performance the contract will be terminated by notification letter sent 5 days prior to termination. In the meantime, UNICEF will initiate another selection in order to identify appropriate candidate.

The consultant's fee is contingent upon approval of deliverables by UNICEF.

11. Support provided by UNICEF:

UNICEF will provide consultant with:

- Writer's contact details
- Basic information on the projects (reports, earlier developed human stories, UNICEF-branded pictures)
- Branding and other UNICEF guidelines on photos
- Suggestions on the most suitable project sites, stories and contacts of relevant people.

Prepared by:

Requesting Officer: Irina Lipcanu, Media Officer

Date: 25/01/12

Authorized by: Lina Botnaru, Communication Chief

Date:

Approved by:

Alexandra Yuster, Representative

Date: