

United Nations Children's Fund (UNICEF)

Phnom Penh, Cambodia

Individual Consultancy: *Voices of Youth - Blogging Internship Trainer*

Terms of Reference

1. Background

[Voices of Youth](#) (VOY), founded by UNICEF Headquarters in New York, is a vibrant community of youth bloggers offering inspiring, original insight and opinion from across the globe. Bloggers on VOY share with the world their creative talents through writing about issues that matter most to them.

With about 60% of the total Cambodian population under the age of 25, youths play a crucial role contributing to the development of Cambodia now and in the future. At the same time, Cambodia is experiencing rapid growth in the penetration of and engagement with online and social media platforms. In this context more Cambodian youth are either already engaging with, or are interested in, blogging.

In 2016, UNICEF Cambodia piloted a small-scale local version of the organization's global Voices of Youth internship initiative, which resulted successfully training a number of Cambodian adolescents and youth with positive feedback from both the interns themselves, and readers of their blogs. UNICEF Cambodia wishes to build on last year's successful piloting to train more Cambodian youth through this short term blogging training.

Through this blogging course, the participating youth will acquire skills and knowledge of blogging techniques and best practices by engaging in:

- Weekly assignment to develop 1 blog per week, for a period of 10 weeks (home based, with remote/online guidance provided by the consultant trainer using google-doc)
- Face-to-face group meeting once a week at UNICEF office (The consultant will deliver a 2-hour session once a week to the trainees)

2. Purpose

To train 10 Cambodian youth (ages 14- 24 years old) in blogging through a 10-week VOY training initiative. Starting date of the training is 21 August 2017. Specifically, the training aims to provide Cambodian youth with the writing skills and blogging techniques so that they can effectively express themselves and make valuable contributions to public discussions around areas related to child rights and issues concerning adolescents and youth. This initiative also aims to equip adolescents and youth with the knowledge necessary to effectively communicate with a wider audience on various topics of public concern.

3. Work Assignments

The following tasks will be performed by the consultant:

- 1) Develop a teaching plan and curriculum based on (but not necessarily limited to) key discussion topics prepared by UNICEF as per below. This curriculum will guide weekly face-to-face group meeting discussions:

- I. Blogging platforms- popular platforms and finding the platform that suits your needs
- II. Preparing a blog post: deciding a topic of concern to write about, conducting research, deciding on an audience, crafting an outline of the blog post
- III. The main elements of a blog post: the title, the image, the text
- IV. Writing styles- what are the various blogging writing approaches and styles, and finding and diversifying your style
- V. Responsibly sourcing an image and image credits: shooting your own image vs. sourcing it from the internet (which images can you and can't you use?)
- VI. Teamwork: writing a blog post as a team
- VII. Following up on your published blogs: Measuring impact, monitoring metrics
- VIII. Engaging with your readers: what to expect and how to react
- IX. Promoting your articles- using social media
- X. Staying safe in the cyber safe: safe use of the internet

As part of this task, in discussion with UNICEF, the consultant will also develop weekly assignments for the VOY trainees (writing topics)

- 2) With UNICEF focal point, review intern candidate applications and evaluate according to set criteria to select trainees.
- 3) Set realistic internship goals with each participant, according to her/his individual needs and level of blogging/writing.
- 4) Conduct weekly face-to-face group sessions with the trainees at UNICEF office for 10 weeks: Each session to last about 2 hours to cover topics based on the curriculum to be developed under Task #1 and a new blog assignment will be discussed with the trainees.
- 5) Provide individual face-to-face guidance to interns as necessary, answer questions, give constructive feedback, and engage in discussions with individual students on the day of the group sessions.
- 6) Review weekly blog submissions by the trainees (on google doc, home-based), provide constructive feedback and detailed comments and suggestions to each trainee for improvement with clear explanations, and suggestions for edits. Receive revised versions from the trainees, and help them finalize for publishing.
- 7) Conduct regular review of the project progress with UNICEF focal point – and trainee performance.

8) Qualifications or Specialized Knowledge/Experience Required

Qualifications and Experience

- Bachelor Degree, ideally in social science, journalism, marketing or communication.
- 2+ years' experience in active blogging.
- Experience in implementing similar blogging training activities is a plus.

Knowledge and Skills

- Adept at using a wide range of social media platforms including Facebook and Blogger or other blogging platforms.

- Proven knowledge of blogging best practices including various platforms, writing styles, audience engagement, etc.
- Knowledge of blogging monitoring metrics.
- Proven skills in communication, networking, and ability to relate to a young audience.
- Strong awareness of social media communication behaviors in Cambodia.
- Proven copy editing skills.
- Proven ability to write engaging blog pieces in English and in Khmer.
- Ability to manage multiple priorities within specified timeframes.

Languages

Must have excellent command of English and Khmer, both spoken and written.

Competencies

- Communication
- Working with people
- Teamwork
- Drive for results

9) Location

Phnom Penh. Office based for face-to-face weekly sessions with the trainees, and home-based for curriculum development and for reviewing the blog assignments.

10) Duration

Starts 1 August- ends 31 October 2017

11) Deliverables

Deliverable	Due Date	Number of working days
Teaching plan and curriculum with clear set of reference materials, discussion elements per topic, and develop assignments for the trainees.	16 August	8 days (including revisions)
Deliver 10 face-to-face group sessions at UNICEF Phnom Penh office (one 2-hour session per week) based on the approved curriculum; and provide additional individual face-to-face consultations and guidance to the trainees. Allocate half a day for this deliverable every week.	21 August- 10 October	5 days (0.5 day per session x 10)

<p>All blog assignments by the trainees are reviewed and guidance provided in a timely manner.</p> <p>Total of 10 blogs completed each week (1 per intern) and ready for publishing</p> <p>(ensure 10 blogs are published each week, for 10 weeks).</p>	<p>21 August- 31 October</p>	<p>30 days (3 days per week x 10 weeks)</p>
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12) Reporting Requirements

Monthly report – at the end of each month- with progress update and list of completed deliverables.

13) Payment Schedule linked to deliverables

Payment against monthly progress report with clear statement of deliverables and number of working days completed.

14) Administrative Issues

Consultant is expected to use own computer and internet facilities and any other necessary equipment.

This assignment is mainly home-based, except during the face-to-face weekly sessions which will be held at UNICEF office. UNICEF shall not cover transportation fees to and from UNICEF Cambodia office and all expected expenses should be included in the lump-sum fee for the assignment.

15) Contract supervisor

Iman Morooka, Chief of Communication

16) Nature of 'Penalty Clause' to be Stipulated in Contract

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent five (5) business days prior to the termination date in the case of contracts for a total period of less than two (2) months, and ten (10) business days prior to the termination date in the case of contracts for a longer period

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

17) Submission of applications

Interested candidates are kindly requested to apply by sending the following:

- Letter of Interest (cover letter) which clearly includes brief explanation of how the consultant will be approaching researching for and formulating the training curriculum, relevant experience in blogging, training other bloggers or writers, etc.
- CV or Resume
- At least 2 sample of blogs written by interested candidate (one in English and one in Khmer)
- Performance evaluation reports or references of similar consultancy assignments (if available)
- Financial proposal: All-inclusive lump-sum cost.

The deadline for applications is 30 June 2017.

18) Assessment Criteria

A two stage procedure shall be utilized in evaluating proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared.

Applications shall therefore contain the following required documentation:

1. Technical Proposal: Containing a cover letter, updated CV, and copies of 2 relevant evaluations performed earlier by the consultant.
2. Financial Proposal: Lump-sum offer with the cost breakdown: Consultancy fee, travel costs (economy class), per-diem to cover lodging, meals, and any other cost related to the consultant's stay in Phnom Penh, including transportation inside the city and other costs. The travel (if involved) shall be based on the most direct and economy fare.

No financial information should be contained in the technical proposal.

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 %
- Knowledge of blogging techniques and approaches..... (20 points)
 - Quality of past work (blogs written by candidate) (20 points)
 - Language proficiency in English and Khmer (based on past blogs) (20 points)
 - Experience in conducting blogging trainings (10 points)

- b) Financial Proposal (max. 100 points) weight 30 %

The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among those technical qualified candidates who have attained a minimum 70 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.]

19) Programme Area, Outputs and Specific Key Results Areas in the Rolling Work Plan 2016-2018 involved

Section Request: Communication

Programme Area: Programme Effectiveness

Output 5.2

Included in approved AWP: Yes

No