

TERMS OF REFERENCE

Providing multimedia production & management services for UNICEF Country Office in Tajikistan

Type of contract: Individual consultancy (National Roster for Multimedia Production Services)
Duration: 11 months (with possible extension)
Location: Dushanbe, Tajikistan

I. BACKGROUND AND RATIONALE

UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. In 2016, UNICEF in Tajikistan started its new Country Programme 2016-2020. The new CP aims to accelerate progress towards the realisation of the rights of all children in Tajikistan, with a special focus on equity and attention to closing equity gaps at different stages of the life cycle. UNICEF in Tajikistan will spend most of its efforts to achieve results for children by engaging more partners, stakeholders, and youth, including media to address rights issues that affect children at various stages of their life, with a special focus on disadvantaged children.

In its efforts to achieve its strategic objectives UNICEF in Tajikistan together with partners has made significant achievements and learned different lessons that need documentation to show key children's issues and ongoing responses through high-quality content materials: packages, advocacy toolkits, photo packages, human interest stories, animation films and short films for various audiences. These high-quality content packages will be disseminated through different channels including website, social media networks, partner networks and donor reports.

There is also an ongoing requirement for designing of materials, recording and editing of footage and also creating multi-media materials for UNICEF, including for online platforms, to create evidence-based visibility material, to support UNICEF's advocacy efforts with policy makers, media, donors and the public at large. To meet this requirement, UNICEF would like to invite capable individuals, who will provide below multimedia production services:

- | | |
|------------------------------------|--|
| 1) Graphic Designer & Illustrators | 4) Animators & Visualizers |
| 2) Photographers | 5) Copywriter and web editor (social media, web-based content) |
| 3) Videographers | |

II. PURPOSE

The overall objective of setting up the roster of consultants to facilitate and expedite the process by which UNICEF in Tajikistan will hire the services of multimedia producers and managers, who will be based in Dushanbe to design, edit and package communication materials. Each consultant may apply to all services listed or indicate specific areas of expertise out of five lots mentioned above.

United Nations Children's Fund | Tajikistan

Lohuti str. 5, proezd 1, Dushanbe, Tajikistan, 734013

Telephone: +992 446000190/92/94 | Facsimile: +992 446000196 | dushanbe@unicef.org | www.unicef.tj

III. KEY DELIVERABLES

Area of expertise	Expected deliverables
Graphic Designer / Illustrators	<ul style="list-style-type: none"> High-quality designed products in variety of shapes and formats, with technical specifications ready for print (posters, banners, infographics, books, flyers etc.) Creative illustrations and artwork in variety of sizes, shapes and formats, optimized for use both for print and relevant digital platforms
Photographers	<p>High quality photos with descriptive captions per UNICEF guidelines, citations and edits (where necessary), including;</p> <ul style="list-style-type: none"> Programme coverage - professional photojournalism/documentary coverage of UNICEF supported programmes First person narrative visual storytelling with captions & quotes - focused on an individual subject Everyday Voices - portraits of people directly addressing the camera with their gaze, participating in their own representation with personal quotes that serve to further storytelling and engage audience in the issue through identification with an individual. <p><i>Consultant photographer supplies all photographic equipment and agrees to provide, if requested, transmissions of rough edit selections of best images, with complete caption information.</i></p>
Videographers	<p>High quality edited video materials with subtitles (in pre-agreed language) in the formats suitable for streaming on social media platforms (IGTV, Youtube, Facebook) and other necessary information, including;</p> <ul style="list-style-type: none"> Advocacy and programme coverage - Professional documentary video coverage of programme or situations relevant to our work First person accounts/profiles – narrative visual storytelling that follows individuals, including families and communities, with elements of first person interview, b-rolls, beauty breathing shots <p><i>Consultant videographer supplies all equipment and agrees to provide, if requested, transmissions of rough edit selections of best rolls, with complete information.</i></p>
Animators & Visualizers	<ul style="list-style-type: none"> High quality animations and visual materials, including infographics with motion effects for internal and external use in appropriate formats
Copywriter and web editor (web-based content and social media)	<ul style="list-style-type: none"> In collaboration with Communication team, to develop content plan and social media ready text, visual graphics and other digital assets, with the recommendations on posting time for maximum impact. In collaboration with Communication team, prepare web-content (stories, blogposts, essays) for the UNICEF Tajikistan official website and re-write web-pages text into the child-friendly language

Specific conditions:

- Consultants will be fully responsible for all supplies, equipment and expendable materials and agrees to provide, if requested, transmissions of rough multimedia materials, with complete information related to the assignment.
- UNICEF has first selection rights to all multimedia materials developed as part of the assignment with non-exclusive concomitant world rights in all media in perpetuity.
- All UNICEF standards and requirements will be met during the development of multimedia production.

IV. QUALIFICATIONS AND SPECIALIZATION REQUIRED FOR THE ASSIGNMENT

The successful candidate for the roster is required to have the following:

- Minimum of two years of professional experience in the area of expertise they are applying;
- Creative mind, ability to produce and edit materials from a culturally sensitive perspective;
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of the UNICEF in Tajikistan;
- Willingness to work in a professional manner, including observance of UNICEF product clearance procedures. Professional work ethic, integrity, and initiative;
- Knowledge of international development issues and experience working with UN agencies is an asset;
- Professional certificates is an asset

Additional requirements based on areas of expertise:

Graphic Designers and Illustrators

- Strong theoretical and practical background in graphic design, including experience in using industry level design software such as Adobe Creative Suite and CorelDraw.
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management;
- Experience in producing vector illustrations in variety of sizes, shapes and formats, ready for print and optimized for the use on digital platforms.

Photographer

- Professional photographer, experienced working with UNICEF or comparable international organizations/media;
- Ability to deliver images and multimedia slideshows according to the specified quality and technical requirements.
- Proficient in using industry standard photo editing software

Videographer:

- Skilled in the industry tools such as Avid Media Composer, Light works, Premiere, After Effects, Final Cut Pro, Pro Tools etc. (for video recording/editing)
- Good understanding of new and evolving technologies and digital platforms;
- Familiarity with special effects, 3D, and compositing, motion graphic for video and titles.

Animators & Visualizers

- Experience in preparing animations in different industry formats (2D, 3D, etc) and creative visual content with motion effects, strong understanding of design thinking and storytelling approaches.

Copywriter and web editor (social media and web content)

- Copywriter with an experience in advertisement, public relations and media production, with a strong focus on digital communications
- Experience in editing and writing the content (blogposts, essays, stories) for websites

United Nations Children's Fund | Tajikistan

Lohuti str. 5, proezd 1, Dushanbe, Tajikistan, 734013

Telephone: +992 446000190/92/94 | Facsimile: +992 446000196 | dushanbe@unicef.org | www.unicef.tj

V. TERMS OF PAYMENT

The services will be delivered on an on-call basis and paid in local currency upon successful completion of the assignment. UNICEF will make payments based on satisfactory completion of work.

Payment will be made via bank transfer upon completion of pre-agreed deliverables upon the submission of an invoice. Travel expenses, if any, will be reimbursed based on UNICEF policies and procedures.

VI. SUPPORT PROVIDED BY UNICEF

UNICEF's Communications team will work with the selected consultant to refine and clarify the scope and parameters of the assignments, necessary technical requirements, coordinate and arrange logistics (if location of work is outside of Dushanbe).

VII. SUBMISSION

Each interested individual is requested to submit:

- a brief proposal of services based on 5 areas of expertise listed above
- the copy of curriculum vitae,
- samples of previous work done (portfolio)
- list of equipment with brief technical specifications they intend to use as part of the consultancy.

UNICEF will set up an evaluation panel composed of technical staff, who will review each applicant and shortlisted candidates will be invited for further technical evaluations. Upon completion of evaluations, roster of candidates will be prepared and managed by Communication Department within UNICEF Tajikistan.

Each consultant may apply to all services listed or indicate specific areas of expertise out of five areas mentioned above.

Queries can be sent to: tad-procurement@unicef.org with subject line "Providing multimedia production & management services for UNICEF Country Office in Tajikistan".

Applications must be received on or before **16th of September 2019, 17:00**

Address for e-submission: tad-procurement@unicef.org

Format: PDF files only; Max. File Size per transmission: 5 Mb; Max. No. of transmission: any. Applicants are allowed to use file sharing platforms for files transmission (portfolio and other documents). Recommended platforms are *Dropbox, Google drive, Yandex drive*.

Mandatory subject of email: Providing multimedia production & management services for UNICEF Country Office in Tajikistan

VIII. EVALUATION

Individual consultants will be evaluated based on analysis of the technical proposal. The place in the roster shall be provided to individual consultant whose offer has been technically evaluated and determined as:

- a) responsive/compliant/acceptable, and

United Nations Children’s Fund | Tajikistan

Lohuti str. 5, proezd 1, Dushanbe, Tajikistan, 734013

Telephone: +992 446000190/92/94 | Facsimile: +992 446000196 | dushanbe@unicef.org | www.unicef.tj

b) Having received the highest score out of a weighted set of technical criteria

Technical Criteria weight – 100%;

Min. passing point- 65

Criteria	Weight	Max. Point
TECHNICAL QUALIFICATION (max. 100 points)	100%	100
Minimum of two years of professional experience in the area of expertise they are applying;		20
Submitted portfolio and samples of professional work match selected area of expertise and are of a good quality.		40
Knowledge of international development issues and experience working with UN agencies is an asset; Professional certificates is an asset		20
Fluency in Tajik and Russian, knowledge of English is an asset.		10
Availability of professional equipment to be used as part of the consultancy		10
TOTAL SCORE (max. 100 points)	100%	100

Only candidates who obtain a minimum of 65 points in the Technical Criteria evaluation will be considered for the roster.