**UNICEF AZERAIJAN**

**TERMS OF REFERENCE**

|  |  |
| --- | --- |
| **Title of Assignment** | Individual contractor for producing communication materials in support of SITAN launch |
| **Section** | Communication |
| **Location** | Baku, Azerbaijan |
| **Duration** | Number of working days: 17 |
|  | From: 25.06.2020 | To: 25.07.2020 |

1. **Background/contexts**

Advocacy presents major part of UNICEF activities in Azerbaijan. Communication to assure children’s issues space on the public agenda and reach audiences with UNICEF’s agenda is one of the main thrusts of the country programme.

UNICEF country offices worldwide have, for quite some time, adopted the practice of periodically conducting comprehensive, objective, well researched and evidence-based analyses of the situation of children in the contexts in which they operate. Over time, this has proven to be a highly effective means of informing key decisions within the organization at the country level. The resulting publication – SITAN - of the analytical findings has, in turn, become accepted as one of UNICEF’s most widely recognized products.

UNICEF Azerbaijan Country Office developed a SITAN in 2019 and the final report will be published in 2020.

1. **Purpose/objectives**

UNICEF Azerbaijan Country Office is seeking a freelancer/writer to develop a series of communication materials (write, edit and finalize quality products) in support of public launch of the most recent Situation analysis (SITAN), completed in 2020. These communication materials will be used to share with national media, submit to UNICEF global and Regional websites, share with donors, and present on the UNICEF Azerbaijan website, etc.

1. **Key assignment and tasks**
* Based on the below requests and provide a set of examples of each product by reviewing existing designs of similar products and recommend possible formats of the products.
* Gathering content for human interest stories – in agreement and consultation with UNICEF

based on interviews; briefings with program staff as well as secondary source materials provided by UNICEF; in the form of information packages that may include news brief/human interest/analytical story, photo captions, web links etc. articles and stories will range in size from 150 to 500 words.

* Producing media advisory
* Developing key messages
* Developing social media posts
* Preparing infographics
* Drafting story line for animation video (to be produced by a company)
1. **Deliverables, timeframe and payment schedule**

|  |  |  |
| --- | --- | --- |
|  | **Expected deliverable** | **Timeframe & deadline** |
| 1. | A set of examples of similar products through desk review | *By 27 June* |
| 2. | Development of 1 human-interest story (500-600 words)  | *By July 20* |
| 3. | Media advisory (1-2 pages document) | *By July 20* |
| 4. | Key messages (1 pager) | *By July 15* |
| 5. | Social media content. Approximately 5 draft social media posts (for Facebook) on key findings of the report | *By July 20* |
| 6. | 4 Infographics | *Bu July 20* |
| 7. | Story line for animation video | *By July 15* |
|  | **TOTAL:** |  |

Deliverables will be provided in English. UNICEF country office in Azerbaijan will arrange any required translation.

The contract amount will be negotiated with successful candidate(s) being guided by UNICEF applicable fee range.

Payment will only be made for work satisfactorily completed and accepted by UNICEF. UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines. All materials developed will remain the copyright of UNICEF and UNICEF will be free to adapt and modify them in the future.

1. **Qualifications/specialized knowledge/experience required to complete the task.**

- At least 5 years of experience related to writing/editing

- Bachelor’s degree in social sciences and humanities

- Knowledge and relevant experiences in child development areas such as health and nutrition, education and protection are assets.

- Proficiency in English. Excellent writing and editing skills.

1. **Supervision**

The contractor will be direct supervised by Communication and Partnership Specialist.

1. **Administrative and travel arrangement**

The consultant is preferred to be a Baku-based native English speaker with no international travel envisaged. The contractor will work on their own premises.

1. **Application**

Interested individuals should complete their profile in UNICEF's e-Recruitment system <https://www.unicef.org/about/employ/?job=532233> and submit the following documents:

1. A cover/motivation letter
2. CV
3. A technical proposal, if applicable
4. A financial offer, with a daily rate in AZN
5. **Mandatory training:**

Remarks:

All contractors regardless of contract duration must complete the applicable mandatory training. The link to these online training will be provided during the selection process for the successful candidates.

UNICEF is committed to diversity and inclusion within its workforce and encourages applications from qualified female and male candidates from all national, religious and ethnic backgrounds, including people with disabilities.

**Deadline: 20 June 2020, 18:00.**