United Nations Children's Fund

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

Consultancy Title:	Funding Code (Grant and WBS):	Name of the requesting business area & Section:	Duty Station
ROSTER OF CONSULTANTS for Digital and Social Media	**Based on specific assignment/project**	**External Communication Section**	**Phnom Penh, Cambodia**

Number of Consultants Required (To be filled only if multiple consultants are needed):
Minimum 5

Purpose of Activity/Assignment *(Consultants may be engaged only when the assignment is of a temporary nature; based on payment for services or work with defined deliverables and outputs that are specific and measurable, to be performed and completed within a specified period of time. Consultants must not be engaged to perform staff functions or other functions that are not based on defined deliverables or outputs)*:

The fundamental mission of UNICEF is to promote and protect the rights of every child, everywhere, through its programmes, advocacy, and operations. Guided by the UNICEF Cambodia Country Programme 2024–2028, UNICEF works to ensure that all children, particularly the most vulnerable and disadvantaged, realize their rights to survival, development, protection, and participation through five interconnected programme areas: Health and Nutrition, Water, Sanitation and Hygiene (WASH), Education, Child Protection, and Policy and Public Financing for Children.

Digital communication and social media are essential tools for advancing UNICEF Cambodia's communication, advocacy, public engagement, and visibility objectives. Through digital platforms, UNICEF raises awareness of issues affecting children, amplifies the voices of children and young people, communicates programme results and impact, supports emergency response communication, and promotes children's rights.

To strengthen its digital presence and audience engagement, UNICEF seeks to engage qualified digital and social media consultants through a roster to support the planning, creation, management, and analysis of digital content and campaigns. The consultants will contribute to producing high-quality, audience-centred, and impactful digital content that aligns with UNICEF's communication objectives and showcases the results of UNICEF-supported programmes and advocacy initiatives.

All content and communication activities must comply with UNICEF's branding, ethical communication, accessibility, and safeguarding standards. Consultants shall ensure that the dignity, rights, privacy, and confidentiality of children and vulnerable populations are protected at all times. Where applicable, informed consent and required permissions must be obtained in accordance with UNICEF policies and procedures. The best interests of the child shall remain a primary consideration throughout the development, production, publication, and dissemination of all communication products.

Through this assignment, the consultants will support UNICEF Cambodia in strengthening digital engagement, expanding audience reach, and advancing advocacy efforts that promote the rights and well-being of every child in Cambodia.

Scope of Work:
Under the direct supervision of the Communication Officer and with overall guidance and oversight from the Chief of Communication, the consultant(s) will provide professional digital communication and social media services to strengthen UNICEF Cambodia's visibility, audience engagement, advocacy, and public communication efforts across digital platforms.

The consultant(s) will support the planning, development, implementation, monitoring, and evaluation of digital communication products and campaigns that promote children's rights, highlight programme results, amplify the voices of children and young people, and strengthen public engagement with UNICEF's work in Cambodia.

The scope of work may include, but is not limited to, the following:

1. Digital Content Planning and Campaign Development

- Develop and maintain social media content calendars aligned with UNICEF's communication priorities, programme objectives, campaigns, observances, emergencies, and key advocacy moments.

- Contribute to the planning, development, and implementation of digital communication campaigns and public engagement initiatives.
- Identify content opportunities, audience interests, emerging trends, and innovative digital approaches to strengthen UNICEF's online presence and engagement.
- Provide strategic recommendations to improve the reach, relevance, and effectiveness of digital communication activities.

2. Content Creation and Digital Storytelling

- Develop high-quality and engaging content for UNICEF's digital platforms, including Facebook, Instagram, TikTok, LinkedIn, X, YouTube, websites, and emerging digital channels.
- Create and adapt a variety of content formats, including social media posts, stories, reels, short-form videos, carousels, infographics, animations, digital cards, blogs, feature stories, and multimedia packages.
- Draft compelling social media copy, captions, key messages, hashtags, and calls-to-action in English and Khmer.
- Translate and adapt communication materials between English and Khmer while ensuring accuracy, consistency, and cultural relevance.
- Transform technical programme information into clear, accessible, and audience-friendly digital content.

3. Social Media Management and Audience Engagement

- Support the publishing, scheduling, and management of content across UNICEF's digital platforms.
- Monitor audience engagement and online conversations to identify opportunities for increased visibility and interaction.
- Support community management, including monitoring comments, messages, and audience feedback, where required.
- Recommend strategies to strengthen audience growth, engagement, and participation across digital channels.

4. Digital Monitoring and Analytics

- Monitor social media trends, public conversations, emerging issues, and relevant hashtags related to children, youth, and UNICEF programme priorities.
- Conduct social listening and identify opportunities, risks, misinformation, and reputational issues that may require communication action.
- Monitor and analyse content and campaign performance using digital analytics tools.
- Prepare regular performance reports and provide data-driven recommendations to improve content effectiveness, audience engagement, and campaign outcomes.

5. Quality Assurance and Compliance

- Ensure all content complies with UNICEF's branding, ethical communication, accessibility, disability inclusion, and child safeguarding standards.
- Ensure that content accurately reflects UNICEF's mandate, values, and programme priorities.
- Coordinate closely with UNICEF focal persons and incorporate feedback in a timely manner.
- Ensure that all communication products are delivered according to agreed timelines, quality standards, and technical specifications.

Expected Deliverables

Deliverables may include, but are not limited to:

- Social media content plans and editorial calendars.
- Digital communication strategies and campaign plans.
- Social media posts, captions, and multimedia storytelling content.
- Infographics, digital cards, carousels, graphics, and animations.
- Short-form videos, reels, and social media assets.
- English-Khmer and Khmer-English translations and content adaptations.
- Community engagement and social media management support.
- Analytics dashboards, monitoring reports, and performance summaries.
- Recommendations to strengthen audience engagement, digital visibility, and communication impact.

Child Safeguarding

Is this project/assignment considered as "Elevated Risk Role" from a child safeguarding perspective?

☐ YES	☒ NO

Direct contact role

Is this project/assignment considered as "Elevated Risk Role" from a direct contract role perspective?

☒ YES	☐ NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

The consultant(s) will support UNICEF Cambodia's digital communication and social media activities through content development, digital storytelling, social media management, audience engagement, analytics, and campaign implementation.

All assignments shall comply with UNICEF's Child Safeguarding, PSEA, Ethical Communication, and Data Protection requirements. The consultant(s) must obtain all required informed consent and ensure that content is produced and shared in a manner that protects the dignity, rights, privacy, and safety of children and other individuals, with the best interests of the child as a primary consideration.

Child data role

Is this project/assignment considered as "Elevated Risk Role" from a child data role perspective?

☒ YES	☐ NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information (e.g. name, national ID, location data, photos) of children:

The consultant will be responsible for managing and handling data related to children throughout the duration of the contract, in full compliance with UNICEF's data protection and child safeguarding policies.

More information is available in the Child Safeguarding SharePoint and Child Safeguarding FAQs and Updates

Included in Annual/Rolling Workplan:

☒ YES	☐ NO

If No, please justify:

Click here

Consultant Sourcing:

☒ National	☐ International	☐ Both

Note: Please select the option relevant to your consultancy assignment. If selected 'National', applications from international candidates will not be accepted and vice-versa.

Competitive Selection:

☒ **Advertisement**

Note: for open competitive selection process to publish consultancy on UNICEF TMS portal.

Two weeks is recommended as minimum for advertisement, however, hiring manager may adjust based on urgency/context while ensuring transparency and fairness. Please indicate below accordingly:

Advertisement duration in calendar days: 3 weeks

☐ **Roster**

By selecting this sourcing type, the signatory of this ToR certifies that the candidates listed below are sourced from a valid and approved roster established via a competitive and transparent process, and that the ToR falls within the scope of the roster. Listed candidates shall have a full TMS profile.
In the table below, provide a list of candidates from the roster (who are meeting this ToR requirements) to seek financial proposal:

Name of Candidates	Email Address as per Roster
Click here	Click here
Click here	Click here
Click here	Click here
Click here	Click here
Click here	Click here
Click here	Click here to add text or click the + sign to add more rows

☐ **Single Source Selection: (Emergency – Director's approval)**

Note: As per UNICEF procedure on Consultants (Document Number: PROCEDURE/DHR/2022/007) effective 1 December 2022, Single Source Selection is only applicable to countries, regions and subject-matter areas that have been designated by the Executive Director as being in an "**emergency situation**", as stipulated in CF/EXD/2010-005, Recruitment and Staffing in Emergency Situations, paragraph 1.3.
Single source may also be applied in other circumstances, in accordance with FRR 112.30 (UNICEF Financial Regulations and Rules (Annex to E_ICEF_2011_AB_L.8) , provided that a clear and justified rationale is documented in the NFR based on one of the applicable FRR conditions.

Additional document requirement: NFR Waiver of Competitive Bidding for Individual Contracts (Consultants).docx

For Long-Term Agreements (LTA), this ToR template is not to be used. For LTA, please use the Work Order template.

Reasons why consultancy cannot be performed by staff:

The consultancy requires specialized expertise in content strategy, social media management, multimedia storytelling, digital content production, audience engagement, social listening, community management, analytics, and performance reporting. Given the increasing demand for timely, creative, and data-driven digital content, combined with competing programme priorities and staff workloads, these services cannot be consistently delivered through existing internal resources alone.

Engaging qualified digital and social media consultants will enable UNICEF Cambodia to maintain a strong and responsive digital presence, expand audience reach, strengthen public engagement, amplify the voices of children and young people, and effectively communicate programme results and impact while ensuring compliance with UNICEF's branding, ethical communication, child safeguarding, accessibility, and organizational standards.

Contract Manager:	**Start Date:** *Ensure the start date accounts for the contracting process SLA*	**End Date:**
Communication Officer	January 2027	January 2030

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Work Assignment Overview	Deliverables/ Outputs (SMART)*	Delivery deadline		Planned Travel* (For travel, please include destination, number of trips and days. This travel will be shared with the applicants to provide lump-sum financial proposal)	Estimated Budget for 1 consultant in contract currency included travel. (input days x estimated daily professional fee rate + estimate of planned travel) **
		Exact date to complete* the deliverable	Input days**		
Digital content planning and strategy development	Develop digital communication plans, content calendars, campaign concepts, and audience engagement recommendations aligned with UNICEF communication priorities. Deliverables will be provided in editable Word, PowerPoint, or Excel formats and shared via email or UNICEF-approved platforms. Content calendars will typically be delivered in Excel or another agreed planning tool. Products may be prepared in English, Khmer, or both languages, as required. Detailed scope, format, and specifications will be agreed for each assignment.	Throughout the contract period, as assigned	To be agreed for each assignment	Limited travel within Cambodia may be required for planning meetings, workshops, field visits, or campaign activities.	Estimated lump-sum daily fee proposed by the consultant, including travel days s
Social media content creation and management	Produce and manage social media content, including captions, graphics, reels, short-form videos, stories, carousels, and multimedia assets for UNICEF digital platforms. Deliverables will be submitted in platform-ready formats, with editable source files where required, and produced in English, Khmer, or both languages. Detailed specifications, including formats, dimensions, quantity, and language requirements, will be agreed for each assignment.	As agreed per assignment and content calendar	To be agreed for each assignment	Travel may be required to support content development and coverage of UNICEF-supported activities and events	Estimated lump-sum daily fee proposed by the consultant, including travel days

Digital storytelling and multimedia content production	Develop human-interest stories, digital feature stories, campaign materials, and multimedia content packages highlighting UNICEF programmes, advocacy priorities, and results. Deliverables will be provided electronically in Word and/or PDF format and may be developed in English, Khmer, or both languages. Story length, format, and publication requirements will be agreed for each assignment.	As agreed per assignment	To be agreed for each assignment	Travel within Cambodia may be required for interviews, programme documentation, and content gathering	Estimated lump-sum daily fee proposed by the consultant, including travel days
Social media monitoring and audience engagement	Monitor social media platforms, audience engagement, online conversations, trends, and relevant hashtags; provide recommendations to improve engagement and visibility. Deliverables may include monitoring reports, briefing notes, presentations, and rapid alerts on emerging issues, trends, risks, and opportunities. Reports will be shared electronically in Word, Excel, PowerPoint, PDF, email, or other agreed formats. Reporting frequency and level of analysis will be agreed for each assignment.	Weekly, monthly, or as requested	To be agreed for each assignment	No travel anticipated	Estimated lump-sum daily fee proposed by the consultant.
Translation and content adaptation	Translate and adapt digital content, communication materials, and social media products between English and Khmer while maintaining accuracy and consistency. Deliverables will be provided in editable formats, including Word, Excel, PowerPoint, or platform-ready text, as required. Specific	As agreed per assignment	To be agreed for each assignment	No travel anticipated	Estimated lump-sum daily fee proposed by the consultant.

	formats and language requirements will be agreed for each assignment.				
Analytics, reporting and performance optimization	Produce social media analytics reports, performance dashboards, audience insights, and recommendations to improve content performance and digital engagement. Deliverables will be submitted electronically in Excel, PowerPoint, PDF, or other agreed formats and may include regular analytics reports, campaign performance reviews, dashboards, audience insights, and hot social media monitoring reports. Reporting frequency, indicators, and reporting formats will be agreed for each assignment.	Monthly or as requested	To be agreed for each assignment	No travel anticipated	Estimated lump-sum daily fee proposed by the consultant.
Emergency communication and rapid digital content support	Develop and publish timely digital content, social media updates, multimedia assets, and communication materials in support of emergency response and high-priority communication needs. Deliverables will be produced in agreed digital formats for publication across relevant platforms and may be developed in English, Khmer, or both languages. Turnaround times, formats, and specific requirements will be agreed for each assignment.	Based on emergency response timelines and agreed deadlines.	To be agreed for each assignment	Travel to affected locations within Cambodia may be required	Estimated lump-sum daily fee proposed by the consultant, including travel days
Total estimated consultancy costs (Consultancy Fees + Travel Costs)					**Total in contract currency:** Click here

For multiple consultants indicate the total estimated budget (total budget for 1 consultant * number of consultants = total)					

- Add more line to the table as needed
- Costs indicated are estimated. Final rate shall follow the "best value for money" principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.
- Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.
- In case of unplanned travel, register it in a separate deliverable line and reserve funds for potential future travel needs. Such travel will be reimbursed based on actual travel receipts. (This information is not shared with applicants for financial bidding.)
- Marked (*) information will be part of the financial proposal shared with the consultant.
- Marked (**) information will not be shared with the consultant.

Minimum Qualifications required*:

☒ Bachelors	☐ Masters	☐PhD	☐ Other

Enter Disciplines:

Bachelor's degree in Communications, Digital Media, Journalism, Marketing, Public Relations, Multimedia Production, Social Sciences, International Development, or other relevant fields.

Applicants with no bachelor's degree but with at least three additional years of relevant professional experience in digital communications, social media management, content creation, or related areas may be considered in lieu of a degree.

*Minimum requirements to consider candidates for competitive process.

- **Years of Experience/ Knowledge/Expertise/Skills required*:**

Work Experience:

- Minimum three (3) years of relevant professional experience in digital communications, social media management, content creation, digital marketing, journalism, public relations, or related fields.
- Demonstrated experience supporting digital communication activities, including one or more of the following: digital content development, social media management, online campaigns, audience engagement, multimedia production, or digital storytelling.
- Experience producing digital communication products for websites, social media platforms, or other digital channels, such as social media posts, graphics, videos, stories, campaign materials, or multimedia content.
- Experience monitoring digital and social media performance and preparing reports, insights, recommendations, or other communication-related analyses.

Applicants will be assessed based on the relevance, quality, and scope of their professional experience as demonstrated through their CV, portfolio, and previous assignments. Assessment may consider factors such as years of relevant experience, quality and diversity of digital products developed, complexity and scale of assignments undertaken, results achieved, and demonstrated ability to support UNICEF's communication objectives.

Language Requirements:

- Excellent written and verbal communication skills in English and Khmer are required
- Strong writing, translation, editing, content adaptation skills in both English and Khmer are highly desirable.

Knowledge/Expertise/Skills:

- Strong understanding of digital communications, social media management, digital storytelling, content marketing, and audience engagement.
- Proficiency in social media content planning, campaign management, community engagement, and social listening.
- Strong copywriting, editing, and content

	development skills for digital and social media platforms. • Proficiency in digital design and content creation tools, such as Canva, Adobe Creative Suite, CapCut, or equivalent software. • Familiarity with social media analytics and reporting tools and the ability to translate insights into actionable recommendations. • Ability to manage multiple assignments simultaneously, work independently, and meet tight deadlines while maintaining high-quality standards. **Desirables:** • Experience supporting digital communication during humanitarian emergencies, advocacy campaigns, public awareness initiatives, or social and behaviour change programmes. • Familiarity with UNICEF's mandate, programme priorities, and communication approaches. • Experience working with UNICEF, other UN agencies, international NGOs, development partners, or government counterparts. • Knowledge of emerging digital trends, social media innovations, influencer engagement, and audience development strategies. • Experience in photography, videography, and multimedia content production for digital platforms would be an advantage. • Willingness and ability to travel to remote locations across Cambodia on short notice. • Strong understanding of UNICEF branding, ethical communication principles, child safeguarding standards, accessibility requirements, and inclusive communication practices. *Listed requirements will be used for technical evaluation in the competitive process.
Evaluation Criteria (This will be used for the Selection Report (for clarification see Guidance)	
A) Technical Evaluation (e.g. 70 points) **Technical Evaluation Criteria (100 points) – weight 70%** 1. Cover Letter, Degree & Educational Background – explaining the motivation for applying and explaining how qualifications and skillset – 10 points 2. Knowledge and skills – 25 points 3. Quality of current/previous work – 65 points Qualifying score in technical evaluation is **70** out of **100** points.	B) Financial Proposal (e.g. of 30 points) **Financial Proposal (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.

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Technical proposal requirement (Not applicable): Click here	The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.
Working arrangement: ☐ Remote ☒ Office Based	UNICEF email address required: ☒ YES ☐ NO

Text to be added to all ToRs:

Individuals engaged under a consultancy or individual contract will not be considered "staff members" under the Staff Regulations and Rules of the United Nations and UNICEF's policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible for ensuring that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully vaccinated status against SARS-CoV-2 (COVID-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.