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TERMS OF REFERENCE

Digital Content Creator Videographer

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	New York, USA (Remote)
DURATION OF CONTRACT	12 months

Purpose of Assignment

The mission of the UNICEF evaluation function is to help drive results for children by fostering evidence-informed decision-making. Evaluation in UNICEF supports both learning and decision-making, which in turn support better results for children. The evaluation function conducts a diverse set of independent, credible and impartial corporate thematic, institutional effectiveness, humanitarian, country-led, impact and joint evaluations to ensure UNICEF uses evaluation evidence to improve outcomes for children.

Evaluation at UNICEF is a largely decentralized function with senior-level regional evaluation advisers and multi-country evaluation specialists, as well as dedicated country evaluation specialists and evaluation focal points in the UNICEF country offices around the world. The UNICEF Evaluation Office (EO) serves as the steward of the UNICEF evaluation function. The director of evaluation provides strategic leadership to the global evaluation function at all three levels of the organization.

Integrating a digital content creator into the UNICEF Evaluation Office is a key element of the EO communication and advocacy strategy, designed to amplify the visibility and impact of evaluation findings. By crafting engaging, audience-specific video content for dissemination across various digital platforms, the digital content creator can make complex evaluation results accessible and compelling to a wide audience, including policymakers, donors and the general public. Ultimately, the digital content creator acts as a vital conduit, transforming in-depth evaluative content into actionable insights that galvanize global action for children's rights.

Thus, the purpose of this consultancy is to support the production of digital materials and video content for the UNICEF Evaluation Office to enhance communication and advocacy relating to evaluations, methods and various other evaluation activities, products, events and strategic directions of work.

Scope of Work

Under the supervision of the Deputy Director of the EO, the consultant will support the following activities:

Video creation

- Create high-quality video/animation products on various evaluation activities, products, events, and strategic directions of work in a short format (up to 4 minutes) utilizing available UNICEF photo and video imagery.
- Lead scriptwriting, filming on location upon request, sourcing materials, editing, with an emphasis on effective and visually impactful storytelling.
- Voice-over recording, sound mixing, and synchronization
- Lead the production of the EO's ongoing video series including but not limited to One Minute, One Question

- Collaborate with the thematic/evaluation lead to match the content. The duration of the video would normally not exceed three (3) minutes.

Infographics and digital images for the web and social media

- Ensure the format will be enabled for website embedding on the evaluation website and for social media sharing (i.e., LinkedIn, YouTube, X/Twitter and Facebook). The video will be in English as well as other languages (with or without close captioning - depending on the requirement). Multi-language subtitles can be requested based on specific audience requirements.
- Verify potential cultural and context-specific sensitivities. Adapt the imagery and the story to the context-specific requirements.
- Create several digital image/video templates that could be utilized for faster and more efficient production of digital imagery. For instance, templates might include a) findings of the evaluation reports; b) Evaluation Office annual reporting narrative; c) new and cross-cutting areas of work.

Coordination and planning

- Attend weekly communication team meetings
- Coordinate production with the communication team and relevant stakeholders including UNICEF global communication and advocacy team and UNICEF country and regional offices.

Success criteria

- Timely and accurate delivery of agreed products.
- Effective support to the Communication team and evaluation managers, including proactive tracking and escalation of risks and dependencies.
- Consistent follow-through on stakeholder inputs, reviews and agreed actions.
- Creative content that meets high standards of digital media industry

The consultant is expected to identify and promptly report any potential ethical issues or violations that may arise during the consultancy.

UNICEF reserves the right to terminate the contract without notice in cases of unsatisfactory performance or consultant misconduct, as determined by UNICEF in its sole discretion. Payment will cease on the date of termination.

Final product requirements:

The videographer should follow and use:

- UNICEF approved colours; UNICEF logo and logos of UNICEF partners wherever appropriate;
- Copyright information with some standard text and information on authors;
- Use photos obtained from weshare.unicef.org;
- For videos: Before the UNICEF closing card, include a mention of “For more information please www.unicef.org/evaluation/
- For videos: Standard approved UNICEF closing card;
- The animator/videographer will be asked to review the feedback from the EO and partners (if applicable) to produce the final version of the video/animation to the highest standard.
- Additional clearance procedures will be required for video and digital content produced for sharing at the UNICEF Executive Board sessions and side-event.

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For reference, here is the link to the UNICEF brand book ver. 3.2 as of May 2021.

Click here to watch our videos on evaluation.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Digital content production	**Deliverable 1** – At least six video/animation products, at least fifteen GIFs/infographics and at least three One Minute, One Question video interview **For each assignment** **Pre-Production** • Storyboard and script (in collaboration with UNICEF Evaluation and Communication teams). • Production plan with schedule, locations, and interviewees. • High-resolution raw footage from interviews. • Organized and labelled files for archiving. **Edited Videos** • Short summary video (1–2 minutes). • Extended version (3–5 minutes). • Social media clips (15–60 seconds). • Subtitled versions in English (and other languages as required). **Supporting Materials** • Thumbnail images for each video. • Transcript files. • Signed consent forms for all individuals featured. **Final Report** Summary of production process, challenges, and	31 March 2027 (63 days)

	recommendations.	
Digital content production	**Deliverable 2** – At least six video/animation products, at least fifteen GIFs/infographics and at least three One Minute, One Question video interview **For each assignment** **Pre-Production** • Storyboard and script (in collaboration with UNICEF Evaluation and Communication teams). • Production plan with schedule, locations, and interviewees. • High-resolution raw footage from interviews. • Organized and labelled files for archiving. **Edited Videos** • Short summary video (1–2 minutes). • Extended version (3–5 minutes). • Social media clips (15–60 seconds). • Subtitled versions in English (and other languages as required). **Supporting Materials** • Thumbnail images for each video. • Transcript files. • Signed consent forms for all individuals featured. **Final Report** Summary of production process, challenges, and	30 June 2027 (63 days)

	recommendations.	
Digital content production	**Deliverable 3** – At least six video/animation products, at least fifteen GIFs/infographics and at least three One Minute, One Question video interview **For each assignment** **Pre-Production** • Storyboard and script (in collaboration with UNICEF Evaluation and Communication teams). • Production plan with schedule, locations, and interviewees. • High-resolution raw footage from interviews. • Organized and labelled files for archiving. **Edited Videos** • Short summary video (1–2 minutes). • Extended version (3–5 minutes). • Social media clips (15–60 seconds). • Subtitled versions in English (and other languages as required). **Supporting Materials** • Thumbnail images for each video. • Transcript files. • Signed consent forms for all individuals featured. **Final Report** Summary of production process, challenges, and	30 September 2027 (63 days)

	recommendations.	
Digital content production	**Deliverable 4** – At least six video/animation products, at least fifteen GIFs/infographics and at least three One Minute, One Question video interview **For each assignment** **Pre-Production** • Storyboard and script (in collaboration with UNICEF Evaluation and Communication teams). • Production plan with schedule, locations, and interviewees. • High-resolution raw footage from interviews. • Organized and labelled files for archiving. **Edited Videos** • Short summary video (1–2 minutes). • Extended version (3–5 minutes). • Social media clips (15–60 seconds). • Subtitled versions in English (and other languages as required). **Supporting Materials** • Thumbnail images for each video. • Transcript files. • Signed consent forms for all individuals featured. **Final Report** Summary of production process, challenges, and	31 December 2027 (63 days)

	recommendations.	

Payment Schedule:
Payment will be made on submission and acceptance of 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.

Important Notes

- 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.
- Contracts are conditional upon the selected candidate's willingness to comply with any current or future vaccination requirements that may be established by UNICEF, where applicable. Failure to comply with applicable vaccination requirements, where required and without an approved medical exemption by UNICEF, may result in the withdrawal of the consultancy offer or termination of the contract in accordance with the General Terms and Conditions of Contract.
- 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.

QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Minimum requirements:

- **Education**:
  - Bachelor's degree.
  - Disciplines: media production, communications or another relevant field.
- **Work Experience:**
  - At least three years of experience as a videographer/animator with substantial prior experience in producing short videos, animations and digital content that effectively tell a story.
  - Experience with research, evaluation, data, studies, and other public policy documents in the field of development is an asset.
  - Demonstrated project coordination experience, including work planning, deliverable tracking, risk and dependency management, stakeholder coordination and meeting support.
  - Demonstrated delivery of high-quality products under pressure.
  - Fluency in English is an eligibility requirement and is not scored.
  - Knowledge of evaluation terminology in the UN, including familiarity with UNICEF standards for evaluation reporting is an asset.

- Experience working for an international organization including the UN, is preferred.

- **Skills:**
  - Proficiency in video editing software (e.g Adobe Premiere Pro, final cut pro, after effects, adobe illustrator, photoshop etc.)
  - Strong storytelling and visual communication skills.
  - Strong illustration skills for motion design, animation in 2D
  - Ability to deliver content in multiple formats and resolutions.
  - Technical knowledge in audiovisual sound mixing.

- **Language Requirements:** Fluency in English is an eligibility requirement and is not scored.