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TERMS OF REFERENCE

National Multimedia Consultant (Photographer)

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	Accra, Ghana remote with travels
DURATION OF CONTRACT	1 Year

Purpose of Assignment

UNICEF Ghana's Advocacy and Communication Section works to advance children's rights by influencing public discourse, strengthening advocacy, amplifying the voices of children and young people, increasing visibility of results for children, and mobilizing public and stakeholder support for UNICEF's priorities.

High-quality visual storytelling is essential to the work of UNICEF. Photography, video, interviews, b-roll, human-interest stories, photo essays, social media content and other multimedia products help document the situation of children, demonstrate programme results, strengthen advocacy with policymakers, increase visibility for partners and donors, support media engagement, and bring the voices and experiences of children and communities into national and global conversations. UNICEF offices similarly use professional photography and videography for advocacy, awareness-raising, fundraising/resource mobilization, media engagement, donor reporting and documentation of programme interventions.

UNICEF Ghana therefore seeks to engage skilled National Multimedia (Photographers) for a period of 36 months the consultant will serve under a retainer-based contract, providing professional photography services to the Country Office on an as-needed basis. Continuation of the arrangement will be subject to satisfactory performance, continued need for the services, and the same agreed rates, terms and conditions.

The consultants will support planned and emerging communication and advocacy priorities across UNICEF Ghana's programme areas, including health, nutrition, education, child protection, WASH, social protection, gender, adolescent development and participation, as well as humanitarian and emergency situations where required.

Scope of Work

Under the supervision of the Chief of Advocacy and Communication Section, the consultants will undertake assignments across Ghana as required.

The consultant will:

• Provide professional photography coverage of UNICEF-supported programmes, field visits, advocacy activities, high-level visits, events and campaigns.

• Produce compelling documentary images depicting the situation of children and the impact of UNICEF-supported interventions.

• Capture a balanced range of:

1. Portraits

2. Environmental portraits

3. Action photographs
4. Programme interventions
5. Community interactions
6. Children and young people's participation
7. Partner engagement
8. Contextual and establishing images.

• Produce photographs that can be used across websites, social media, reports, donor materials, media publications, exhibitions, and other communication products.

• Ensure adequate variation in orientation, composition and framing for use across multiple platforms.

• Provide accurate captions and contextual information for each selected image.

• Ensure photography reflects diversity, inclusion, culture, dignity, and the realities of children and communities that can serve diverse audiences.

Work Assignments Overview	**Deliverables/Outputs**	**Delivery deadline to complete the deliverable**
Programme photography and multimedia documentation	Undertake up to eight field documentation assignments covering UNICEF-supported programmes and priorities. For each assignment, submit: (a) a minimum of 40 professionally edited, high-resolution photographs in a balanced mix of portraits, action, contextual and programme images; (b) complete captions and metadata indicating date, location, activity, programme context and names of featured individuals, where appropriate. All outputs must comply with UNICEF requirements on quality, ethical storytelling, informed consent, child safeguarding, dignity and donor visibility.	31 October 2027
Coverage of high-level visits, campaigns, special events and portraits	Provide professional photography and portrait services for up to 12 high-level visits, advocacy campaigns, launches, special events and official portrait assignments. For each event or visit, submit at least	31 October 2027

	25 professionally edited, high-resolution photographs, complete captions and metadata, where required. Provide professionally lit and edited official portraits of designated UNICEF personnel, government counterparts, partners or advocates, with at least five final portrait selections per individual.	
Rapid-response or emerging assignments	Provide multimedia support for up to five rapidly emerging advocacy, media, emergency, humanitarian or reputational priorities. Depending on the assignment, outputs may include photography, portraits, captioned image packages or media-ready multimedia assets. For each activated assignment, provide an initial selection of priority assets within 24 hours and a complete edited and captioned package within three working days, unless an alternative timeline is agreed in writing. All raw and edited materials properly labelled, backed up and transferred to UNICEF's designated storage platform.	31 October 2027

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 Qualifications required:Bachelors:Degree in communications, arts, media, or any related field. Certificates in photography is an asset.
Years of Experience/ Knowledge/Expertise/Skills required:
Work Experience:
• Minimum of five years of demonstrable professional experience in photography, multimedia production, documentary or visual journalism.
• Strong portfolio demonstrating professional photography skills.
• Demonstrated experience producing documentary and human-centred visual stories.
• Strong photo editing and post-production skills.
• Experience photographing and filming in community and field settings.
• Demonstrated ability to work sensitively with children and vulnerable communities.
• Ability to work under tight deadlines and respond to urgent assignments.
• Experience working with international organizations, UN agencies, NGOs, development organizations or media organizations is an asset.
• Knowledge of Ghana's social, cultural and geographical context is highly desirable.

Language Requirements: Fluency in written and spoken English is required. Fluency in one or more Ghanaian languages is highly desirable, especially for field assignments and interviews.

Knowledge/Expertise/Skills:

The consultant should demonstrate proficiency in:
• Professional digital single-lens reflex camera (DSLR)/mirrorless photography
• Portrait and documentary photography
• Lighting
• Audio recording
• Interview recording
• Drone photography, where legally authorized, an asset
• Professional photo editing
• Photo editing and colour correction
• Digital file management
• Multimedia storytelling

Desirables:
The consultant should demonstrate:
• Creativity and strong visual judgement.
• Sensitivity when working with children and vulnerable populations.
• Excellent interpersonal and communication skills.
• Ability to work independently and collaboratively.
• Professionalism and discretion.
• Attention to detail.
• Flexibility and ability to work under pressure.
• Strong understanding of editorial ethics.
• Cultural sensitivity and respect for diversity.
• Commitment to UNICEF's values.

Please submit your **rate card**.

Technical proposal requirement:Applicants should submit a concise technical proposal demonstrating their understanding of the assignment for delivering high-quality photography services. The proposal should outline the approach to ethical and child-sensitive visual storytelling, safeguarding, informed consent, post-production, captioning, and quality assurance. Applicants should also provide evidence of relevant experience, a photography portfolio, and details of available professional equipment and editing software. The proposal should confirm availability, ability to travel across Ghana, and capacity to respond to assignments at short notice.Travel will be reimbursed by UNICEF based on actual travel expenses, supported by invoices, receipts.