

TERMS OF REFERENCE

For part-time photographer services rendered to UN Women Moldova Programmes

Location:	Moldova
Primary Category:	Women's empowerment, women in politics, women migrant workers etc.
Type of Contract:	Contract for Consultant
Languages Required:	Romanian, Russian
Application deadline:	17 April 2015
Expected duration of contract:	Up to 150 days within a 8 calendar months period
Expected contract start date:	1 May 2015

Background:

UN Women is one of the 16 agencies present in Moldova that has been actively working in Moldova since early 2007 (under UNIFEM). It extended continuous support to the Government of Moldova to key stakeholders from national and local levels, through various programmes and activities aimed at creating an enabling environment for gender equality, recognized as a prerequisite for sustainable development with a strong and active policy on gender equality.

Under the approved Strategic Note for 2014-2017, UN Women in Moldova, as a full-fledge Country Office, will continue supporting UN concerted efforts on promoting gender equality and women's empowerment, coordinating the work on GE and WHR, leading Civil Society Advisory Group, advancing introduction of temporary special measures and increasing women's leadership and participation in decision making in public and private sectors, securing women's access, especially from rural areas to productive resources and services, providing social protection to the most excluded groups of women such as Roma and disabled; leading UN agencies efforts for ending violence against women and girls, promoting and protecting rights of migrant women. To implement these initiatives, UN Women Moldova country team will focus its activities in four distinct areas, specifically: Women in Politics, Women's Economic Empowerment, Eliminating Violence against Women and Girls, Women Migrant Workers, as well as Policies, Plans and Budgets that are engendered. It is important to note that all planned results will be achieved through implementation of a comprehensive country program supplemented by various projects with core and cost-sharing funds raised at the country level, as well as supported by HQ and Brussels liaison office.

UN Women places an important emphasis on communicating to beneficiaries and partners its development assistance results, as well as the donors' contribution to their achievement. For this purpose, UN Women Moldova seeks to embark on a series of targeted communications interventions that would show-case the results of programmes activities and their ultimate impact on beneficiaries. This is particularly important when communications efforts are geared toward resource mobilization, and donor countries are increasingly insisting on documented results to demonstrate value for money. In the current funding environment that is defined by the economic and financial crisis and dwindling Official Development Assistance (ODA), a priority concern of the organization's communications efforts must therefore be to capture the change that UN Women's interventions have made on women's lives.

As a part of UN Women work in Moldova there are also planned a series of missions of international experts and consultants, as well the organization of various events such as conferences, workshops, roundtables, study visits, trainings, with participation of national counterparts and international organizations and invited international consultants to promote UN Women at country level, ensure visibility of the programmes implemented and reach out the target audience/beneficiaries. A prudent approach is to have on hand a long-term agreement with a

photographer who can be brought on board to address visual communications needs on an ad hoc and as-needed basis. The photographer will ensure proper reflection and coverage of the event as well as will contribute to building of a pool of photographic evidence and promotion materials, which can be further used as support for adequate representation of the agency and its activities, awareness and advocacy initiatives, and ensure presence on the national media stage and even international media stage. Also, as UN Women in Moldova activities will be reflected on its Social Media pages, but also on UN Women Regional Office website, a proper reflection is desirable.

In view of documenting the activities and creating a pool of image resources UN Women Moldova seeks to hire a photographer for providing timely and qualitative still photography services.

Organizational Context:

Under the supervision and direct guidance of the Programme Management, the photographer provides high quality photography services, when required (with advance notice). The photographer demonstrates a client-oriented approach, tact and ability to work with people of different national and cultural backgrounds. The photographer ensures effective and efficient provision of services, full confidentiality in all aspects of assignment, management of information flow and follow-up on deadlines and commitments made.

Objective:

Capture and provide high quality and high resolution images of events, missions, including women, men and children in the target communities where UN Women is implementing its activities.

The photographer will be required to have his/her own equipment (a semi-professional or professional DSLR camera, lenses, flashes and all other necessary accessories) and be available for travel immediately as needed to the area where UN Women Moldova Programmes operate in order to cover various events and topics. The transportation and logistical arrangements will be ensured by UN Women Moldova Programmes.

Key Duties and Responsibilities:

- Capture high resolution images of individuals, families, groups, events at field locations related to the implementation of the UN Women activities and programmes;
- Provide at least 15 selected images from minor assignment/event and at least 30 inspiring images from the major events immediately following the events in electronic format;
- Caption each photograph with specific details such as geographical location, name of the person (for portraits, when required), activity and any other relevant information, for easy identification and location. Captions should be embedded in the jpeg images and also provided in a separate text document.

Specific requirements for photos:

- Color and Black and White;
- In electronic form on CD or flash-card;
- Format of electronic pictures: JPEG, maximum TIFF, BMP, PNG;
- Colors: minimum RGB, maximum CMYK;
- Resolution: high (minimum 300 dpi scale up to A1 size for print and minimum 72 dpi for web) that will be of an internationally acceptable standard;
- Pixel dimension: 1600x900 px

Expected Deliverables:

- Photographs – both colour and black and white, and related cut lines (photo descriptions);
- 'Best of' photographs that have been taken during the assignment (at least 15-30, depending on event);
- Photographs shall be provided to UN Women on an external format, e.g. hard drive, flash disk or CD, if and when requested in printed forms (with separate arrangements);
- In order to reflect an event in media and social media in an appropriate and effective time, up to 5-10 photographs shall be provided within the first couple of hours after the closing of the event.
- Photographs shall conform to UN Women ethical reporting guidelines and appropriate visual portrayal of UN Women programme related areas.

Copyrights

The photographs will be copyrighted to UN Women and any violation of copyright law will be pursued appropriately.

Performance evaluation

Contractor's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

Financial arrangements:

UN Women Moldova representatives that the services have been satisfactorily performed will disburse payments in separate installments upon delivery of services and certification.

Required Skills and Experience:

I. Academic Qualifications:

- Degree in arts, media, communications, journalism or other related areas.
- Formal training in still photography

II. Years of Experience:

- At least 3 years work experience in photography in social/development area with an international organization;
- Proven ability in photography and ability to assimilate and communicate complex visual messages in an engaging and user-friendly manner (*sample portfolio to be provided*);
- Prior experience of working with UN agencies, NGOs and INGOs and understanding of the development sector is required (*sample photographs taken from various donor or government led events*)

III. Competencies:

- Advanced knowledge and skills of MS Office, including Corel Draw, Adobe Photoshop and other editing tools is required
- Fluency Romanian and Russian. Knowledge of English will be an asset.

Evaluation Procedure:

For evaluation of offers, a cumulative analysis scheme will be applied with a total score being obtained upon the combination of weighted technical and financial attributes. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 300 points.

Evaluation of submitted offers will be done based on the following formula:

$$B = T + \frac{C_{low}}{C} \times X$$

where:

- T is the total technical score awarded to the evaluated proposal (only to those proposals that pass 70% of maximum 210 points obtainable under technical evaluation);
- C is the price of the evaluated proposal;
- C_{low} is the lowest of all evaluated proposal prices among responsive proposals; and
- X is the maximum financial points obtainable (90 points)

Technical evaluation will be represented through desk review of applications and further interview will be organized if needed, depending on the short-listed candidates' qualifications.

- A) Technical Evaluation:** The technical part is evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

#	Criteria for technical evaluation	Max. Points
1	University degree in communications, journalism, arts, media or other related areas. Formal training in still photography (<i>University degree – 20 pts, formal training - 30 pts</i>)	30

#	Criteria for technical evaluation	Max. Points
2	At least 3 years work experience in photography in social/development area with an international organization; national and international awards and prizes in photography <i>(3 years – 20 pts, for each subsequent year – 10 points, max – 50 points)</i>	50
3	Proven ability in photography and ability to assimilate and communicate complex visual messages in an engaging and user-friendly manner <i>(sample portfolio to be provided)</i>	30
4	Prior experience of working with UN agencies, NGOs and INGOs and understanding of the development sector is required <i>(sample photographs taken from various donor or government led events)</i>	30
5	Advanced knowledge and skills of MS Office, including Corel Draw, Photoshop and other editing tools is required <i>(no – 0 pts, yes – 40 pts)</i>	40
6	Excellent command of Romanian and Russian. Knowledge of English will be an asset <i>(Romanian – 15 pts, Russian – 15 pts, English – 10 pts)</i>	30
Maximum total technical scoring		210

B) Financial evaluation:

In the Second Stage, the financial proposal of candidates, who have attained minimum 70% score in the technical evaluation (at least 147 points), will be compared.

Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

Submission package:

- Duly filled Personal History Form PHF11/CV (downloadable from http://www.unwomen.org/wp-content/uploads/2011/01/P_11_form_UNwomen.doc);
- Letter of Intent;
- A selection of photos (no more than 10) featuring women, girls, including from various social, age and professional groups;
- Financial proposal (with breakdown of fee on a per day basis, which would also include delivery of at least 15 electronic photos per a specific event).

UN Women is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.