

## TERMS OF REFERENCE

<b>Posting Title:</b>	Animation Production Consultant
<b>Department/Office:</b>	Division for Ocean Affairs and the Law of the Sea, United Nations Office of Legal Affairs ("the Division")
<b>Duty Station:</b>	Home based (remote work)
<b>Type of Contract:</b>	Consultancy
<b>Post Level:</b>	Consultant, Level C
<b>Languages Required:</b>	English
<b>Starting Date:</b>	14 May 2024
<b>(date when the selected candidate is expected to start)</b>	
<b>Duration:</b>	Part time. 9 Months. 14 May 2024 to 14 February 2025
<b>Contract Sum:</b>	US \$45,000 (paid in instalments of \$15,000, \$15,000 and \$10,000 upon the Division's confirmation of completion of each phase)

### Background

Pursuant to General Assembly resolution 77/321, the Office of Legal Affairs of the United Nations through its Division for Ocean Affairs and the Law of the Sea ("the Division"), is implementing a programme of activities, including capacity-building and technical assistance activities, to promote a better understanding of the Agreement under the United Nations Convention on the Law of the Sea on the Conservation and Sustainable Use of Marine Biological Diversity of Areas beyond National Jurisdiction (BBNJ Agreement) and to prepare for its entry into force.

This programme of activities includes regional workshops, technical assistance at the national level, briefings and side events, and the development of capacity-building and outreach tools and materials. In order to deliver on these activities this consultancy aims to create a set of video and graphic assets on the BBNJ Agreement and the Division's programme of activities as outlined in the deliverables section below.

### Work Location

The Animation Production Consultancy will be home based.

### Duties and Responsibilities

Under the overall supervision of the Director of the Division and a Senior Legal Officer, the consultant shall report to a Legal Officer.

The consultancy will undertake the production of a series of mixed media animation videos, social media assets and other graphic assets as detailed below. The production of mixed media animation videos under this consultancy will encompass: developing storyboard, script, and timeline; creating and animating graphics; capturing original content on location; incorporating audio and visual media; obtaining releases, licenses and copyright permissions for all media, including music; delivering to the Division all project assets and project media (via couriered external HDD); and working with the Division throughout production stages to create, review and finalize project assets.

The responsibility to obtain stock and any original audio, image or video media lies with the consultant, including any travel-related expenses, and other costs associated with obtaining such materials.

### **Scope of works and deliverables**

The main deliverables of the consultancy are the following:

1. One mixed media animation video of 5 to 10 minutes on the BBNJ Agreement, incorporating audio and visual media, including original content captured under this contract. The video will have a broad target audience (general public, government officials, parliamentarians) and should address the following components:
  - a. The BBNJ Agreement overview;
  - b. Overview of four key elements addressed under the BBNJ Agreement:
    - i. marine genetic resources, including the fair and equitable sharing of benefits;
    - ii. measures such as area-based management tools, including marine protected areas;
    - iii. environmental impact assessments; and
    - iv. capacity-building and the transfer of marine technology;
  - c. The benefits of becoming party to the BBNJ Agreement; and
  - d. The benefits for the ocean that the BBNJ Agreement can provide.
2. Four thematic mixed media animation videos of around 30 seconds each for the general public, drawing media from the animated video of 5 to 10 minutes, with each video addressing one of the themes listed under 1 (a) to (d):
  - a. The BBNJ Agreement overview;
  - b. Overview of four key elements addressed under the BBNJ Agreement:
    - i. marine genetic resources, including the fair and equitable sharing of benefits;
    - ii. measures such as area-based management tools, including marine protected areas;
    - iii. environmental impact assessments; and
    - iv. capacity-building and the transfer of marine technology;
  - c. The benefits of becoming party to the BBNJ Agreement; and
  - d. The benefits for the ocean that the BBNJ Agreement can provide.
3. Five mixed media animation videos of 15 to 30 seconds which are suitable for use in presentations, website, and social media to promote the Division's programme of activities, incorporating audio and visual media, including original content captured under this contract. The videos will have government officials and parliamentarians as target audiences and each video will address one of the following topics:
  - a. General introduction to the Division's activities in capacity-building and specific pitch on the programme of activities on the BBNJ Agreement;

- b. Overview of capacity-building needs and priorities assessments highlighting the work the Division has done to assess the capacity-building needs and priorities of States in order to provide tailored capacity-building and technical assistance;
  - c. Overview of the technical assistance being provided at the national level;
  - d. Overview of the regional workshops being delivered by the Division; and
  - e. Overview of the Division’s activities to promote a better understanding of the BBNJ Agreement at relevant intergovernmental meetings.
4. Five social media carousels on the following:
- a. Four social media carousels targeted at the general public, with one carousel on each of the four key elements addressed under the BBNJ Agreement (see 2(b) above) and content based on the factsheets developed by the Division; and
  - b. One social media carousel targeted at the general public on the benefits of the BBNJ Agreement for the ocean and humanity.
5. Graphic assets: developing five social media evergreen templates; and developing icon and image galleries for each of the four key elements addressed under the BBNJ Agreement (see 1(b) above), the benefits that can be provided by the BBNJ Agreement, as well as the Division’s programme of activities. These galleries are intended to allow the Division easy access to icons and images for use in relevant presentations and other outreach materials.

The consultant will prepare monthly progress reports that will be shared with the Division.

All materials, including preliminary drafts, produced from this consultancy are the property of the United Nations.

### Timelines

<b>Phase 1 completion</b>	Approved: Storyboard, script, and timeline for the animated video of 5 to 10 minutes on the BBNJ Agreement Five social media carousels (deliverable 4)	Month 3
<b>Phase 2 completion</b>	Approved: Completed animated video of 5 to 10 minutes on the BBNJ Agreement (deliverable 1) Four thematic short videos of around 30 seconds on the BBNJ Agreement (deliverable 2)	Month 6
<b>Phase 3 completion</b>	Approved: Five animated videos of 15 to 30 seconds on the Division’s programme of activities (deliverable 3) Graphic assets (deliverable 5)	Month 9

### Competencies

- **Professionalism:** Knowledge and understanding of the theories, concepts and approaches relevant to video production and graphic design in the context of media outreach. Demonstrated analytical and evaluative skills to conduct independent research and analysis, including familiarity with and experience in the use of various research sources, including electronic sources on the internet, and other databases. Ability to apply judgment in the context of assignments given, plan own work and

manage conflicting priorities. Ability to build good working relationships at all levels. Ability to work under pressure and in dynamic situations; is conscientious and efficient in meeting commitments, observing deadlines and achieving results. Ability to treat sensitive or confidential information appropriately. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work. Ability to deal efficiently and effectively with administrative responsibilities.

- **Teamwork:** Excellent interpersonal skills and ability to establish and maintain harmonious working relationships in a multicultural, multi-ethnic and political work environment. Works collaboratively with colleagues to achieve programme goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; Ability to develop consensus among people with varying points of view; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

- **Planning & Organizing:** Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently.

- **Communications:** Strong oral communication and drafting skills; Ability to interact positively with high-level government officials.

- **Technological awareness:** Excellent knowledge of Microsoft Office applications including Microsoft Word, PowerPoint and Excel. Expertise in video editing and animation production software. Actively seeks to apply technology to appropriate tasks.

### **Qualifications and experience required**

Extensive relevant professional practice in video production is required.

Experience in graphic design and social media content production is also required.

Experience in the development of communication products, including in producing visual materials relating to ocean affairs and sustainable development in a public affairs context is highly desirable.

Desired competencies include: knowledge of theories, concepts and approaches relevant to effective media communication and engagement. Strategic and creative mindset. Ability to handle diplomatically sensitive subjects and situations with target audiences.

### **Languages**

For this position, fluency in English, is required. Knowledge of other United Nations official languages is an advantage.

TO APPLY TO THIS CONSULTANCY:

- 1) Complete the application form available at the following link:  
<https://forms.office.com/e/KJACs5ri25>
- 2) After completing the form, please send a CV, cover letter **and a link to portfolio or sample work** to [denise.ward@un.org](mailto:denise.ward@un.org) (with a copy to [doalos@un.org](mailto:doalos@un.org)) with the email subject line "Capacity Needs and Priority Assessment Consultant (Caribbean Small Island Developing States)"

The documents should be named as follows:

*surname of candidate\_CV*

*surname of candidate\_cover\_letter*

**Only applications that follow both stages of the application process will be considered.**

**Closing date: 10 April 2024**

*Female candidates are strongly encouraged to apply.*

*Individuals in active government service, including employees of institutions under direct management of a government, are not eligible for selection for this consultancy.*