

Terms of Reference

For “Production of FOUR 2-Minute Video Clips” (“media material”),

The purpose of this assignment is to produce video clips on women rights based on Sharia rules and Afghan laws which will be used for public awareness raising on women rights during the 16 days of activism.

Objective

The overall objective of this consultancy is for the AGENT to:

- Produce high-resolution four 2-minute video clips (“media material”) to be used in various communications platforms.
- Organise broadcast of the media material on TV-channels in provinces, approximately 4 times over the period between 25 November 2019 – 10 December 2019
- Provide media to MA for MA’s website and social media dissemination.

Methodology

The AGENT will perform the following indicative tasks:

- Present a work plan for the assigned work
- Present a broadcast plan
- Develop the video concept and scenario to be discussed with MA management
- Write the script for MA’s approval
- Source actors/ locations for the production (with MA’s approval)
- Produce the media material and edit
- Broadcast the media material on provincial TV channel based on agreed broadcast plan.

Deliverables

- Four 2-minute clips, with full usage rights for music (or music for which copyright has been granted);
- Resolution: 1080p (HD) resolution aimed at sharing with national audience including government institutions, CSOs, local stakeholders, local communities as well as an international audience.

Eligibility/Qualification of Consultants

The consultant(s) should have:

- Outstanding videography skills;
- Possess track record of producing materials on women rights.
- Excellent video editing skills;
- Previous experience in producing short clips;
- Ability to adhere to deadlines and flexibility;
- Availability to start immediately, upon signature of contract.

Copyright and Intellectual Property Rights

In consideration of the fees paid, the Consultant expressly assigns to MA any copyright arising from the works the consultant produces while executing this contract. The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from MA.

Payment Schedule

Payments will be made in two instalments:

30% after delivery of work plan, shooting schedule and scripts;

70% after delivery and approval of media materials and project report.

Editing and Changes

Consultant agrees to work with MA to provide final deliverables and will not restrict the number of changes.

Applications

All applicants must meet the minimum requirements described above.

Only short listed candidates will be contacted.

Each application should include the following:

- Cover letter and CV with the applicant's current contact information and list of candidate's previous experience in field of producing clips on women's rights/ human rights;
- Technical proposal on how they intend to carry out the assignment;
- Financial proposal/detailed budget of the project (include cost of broadcasting) with a maximum cap of Euro 3000.00;
- Samples of recent similar assignments: online portfolios and links to video work (optional)

Interested parties must submit, their applications no later than 18th November 2019 via email to:

Hr@medica-afghanistan.org .