CALL FOR EXPRESSION OF INTEREST FOR CONSULTANCY SERVICES

TERMS OF REFERENCE: SHORT VIDEO PRODUCER

1. Introduction

The Association of Media Women in Kenya (AMWIK) is a National Media Association established in 1983 and registered under the Societies Act as a non-profit membership organization for women journalists from the print, electronic media and the other areas of communication.

AMWIK works through pooling the resources of women in the media to give visibility to women’s concerns. AMWIK has remained focused on promoting women in business, leadership and decision-making through media since 2002. We recognize the power of the media in influencing and informing the public of issues that are of importance to them especially during this period of Covid-19.

AMWIK in partnership with The Urgent Action Fund, Eastern African Sub-Regional Support Initiative for the Advancement of Women (EASSI) and a consortium including Tanzania Media Women Association, IIDA Women’s Development Organisation and Friends of Lake Turkana is currently implementing an advocacy project documenting the Impact of Covid 19 on small and medium scale women traders in Eastern Africa. AMWIK is focusing in Kenya.

AMWIK seeks to hire a consultant in videography to work closely with the staff in the realizing of its objectives.

2. Description of Tasks

Under the general supervision of the Executive Director, and the direct supervision of the Programmes Officer, the consultant will perform the following duties;

i) Develop the overall concept and scenario of the documentary based on consultation with AMWIK. After drafting, the concept must be approved by relevant AMWIK staff.

ii) Establish a plan and schedule to conduct interviews with identified women and shoot/capture video clips and images of interviewees based on the approved concept.

iii). Shoot videos of interviews with selected interviewees who will include actual beneficiaries

iv). Present a draft documentary for comments about contents and outlook

v). Produce a documentary video in English (15-20 minutes) with adequate background music
3. Expected Deliverables/Output

The main outcome of the consultants’ work is to direct, edit and produce a 15-20 minute documentary video on the situation of women in small and medium enterprises and how they are coping during this period of Covid-19. The documentary will include footage from the interviewees, their businesses if they have and their current situations. The documentary should be suitable for public screening and compatible for posting on digital media.

**Deliverables:**

1. Submission of final master high quality video in HD, AVI and MP4 formats
2. Raw footage captured in project areas and master tapes for all interviews
3. Provide a 2 pager/project fact sheet.
4. Package short video clips for social media use.

4. Consultancy period

AMWIK will sign a contract of one month, inclusive of at least 15 working days. During the contract period, based on the activities in the field, AMWIK will inform the consultant of when to join the team for visit to field areas for the activity. The assignment is expected to be finished completely (final versions submitted) not later than **end of September 2020**

5. Application Requirements

The consultant/s will be required to submit the following requirements:

i. A technical proposal (not more than 3 pages) detailing the approach to be used in the documentary (methodology), key production features and equipment (software and hardware) and a detailed work plan
ii. A financial proposal with costs for each line item.
iii. A company profile or C.V with a track record in media and documentary production including the team directly involved in the production of the documentary, their experience and roles;
iv. Certificate of incorporation if applying as a company
v. KRA Registration Pin Certificate;
vi. Proof of engagement on similar assignments, one of which must be related or similar to this assignment
vii. A valid permit from Kenya Film Classification Board;
viii. At least two recommendation letters from a previous client
ix. A Curriculum Vitae
6. Required skills

i) Bachelor’s degree in media and communications

ii) At least five years’ experience working in the media.

iii) Strong interpersonal and communication skills.

iv) Knowledge and experience on reporting Gender will be an added advantage.

V) Minimum of 3 years’ experience in the area of film/reportage/documentary writing, producing, directing and editing.

vi) Excellent technical capacities (access to highest quality filming, light, sound and editing equipment for High Definition footage) to ensure on time and high quality production.

vii) Experience in development communication will be an added advantage.

7. Application

Interested applicants are invited to make submissions through a proposal detailing both technical and financial aspects to include the following aspects: a CV and a brief cover letter explaining their qualification and motivation for the position; and how their experience is relevant to the position.

All applications should be sent to Email: info@amwik.org not later than 25th August 2020 at 5.00pm with the title “Videographer for AMWIK”