**TERMS of REFERENCE**

**International Professional Video Producer**

**Child protection section**

**1. Background and justification**

An estimated 70 per cent of women and girls aged 15 to 49 years old have undergone female genital 1mutilation/cutting (FGM/C) in Djibouti. Nevertheless, even if culture and tradition continue to speak louder, there is a window of opportunity for change. In 2008, Djibouti joined the UNFPA/UNICEF joint global programme to accelerate the abandonment of FGM/C and a significant reduction of 7 percentage points was registered from the 78 per cent prevalence rate estimated in 2012 *(EDSF/PAPFAM 2, 2012)*. The practice has been banned since 1984 and in 2009 legislation was amended and strengthened with harsher penalties.

In 2016, the acceleration of FGM/C abandonment gained strength, with 51 communities proclaiming a public declaration on the abandonment of the practice. A powerful communication strategy was developed by the UNICEF-supported Community Management Committees, who succeeded in saving 223 girls under 15 years old from being subjected to FGM/C. Community dialogues reached 51,694 people including 17,344 men, a group that so far was being left out because FGM/C had been considered a women’s issue. In a patriarchal society like Djibouti, men are highly influential in family’s decision-making and thus their involvement is perceived as an important breakthrough when raising awareness for the abandonment of FGM/C. UNICEF has supported the ministry of Women in developing a new strategy with a comprehensive monitoring and evaluation plan to address this issue.

Djibouti Country Office (DCO) plans to produce a series of high-quality multimedia materials to highlight the support provided by its donors and raise awareness and generate increased support in the fight against Female Genital Mutilation and Cutting in the country. The materials should highlight the progress achieved through the joint UNICEF/UNFPA funding support over the past years.

In this framework, DCO requires the services of a consultancy is to provide visual documentation in digital original format on UNICEF/UNFPA supported project in order to produce communication and advocacy materials to be used by UNICEF’s internal and external audiences and partners across various platforms.

**2. Scope of the work**

With the aim of highlighting the support provided by the joint UNFPA/UNICEF global programme, DCO plans to produce a series of multimedia materials, which include:

* Two (02) human-focused short videos designed for digital platforms highlighting the fight against FGM/C and the impact of UNICEF’s work through the UNFPA/UNICEF Global funding support.
* The videos should be designed to captivate a global audience and donors and raise further awareness on the situation in Djibouti. The style of the videos should be quite visual with a clear linear narrative approach that delves into detail about the situation of FGM/C in the country, what DCO and its partners are implementing to overcome the challenges, how they do so, and how those around them are able to support (or hinder). They should also contain elements of emotion and retain a human aspect.
* A set of high-resolution photographs (minimum resolution of 2000 x 3000 pixels; 6 mega pixels with zero compression in JPEG and/or PNG formats), according to UNICEF photography guidelines.

**3. Activities and methodology**

The selected consultant should work closely with the child protection program and communication teams to understand the specific issues, actions and articulate these problems and success within the treatment or storyline devised. The end product should resonate with both a global audience via social media but also a localized audience who understands the issue presented as one of concern for those living within the country.

1. The consultant will film, edit and produce high-end quality videos, and take high-resolution photographs.
2. The consultant will coordinate with the UNICEF programme team to ensure coverage and interactions with beneficiary populations and local partners.
3. UNICEF programme team will identify in advance the local beneficiaries and actors to be featured in the video and audio-slideshow.
4. The consultant will supply all filming and editing equipment and will agree to provide, if requested, transmissions of rough edit selections before final packaging.
5. Video format, transmission, captioning must be closely coordinated with DCO, MENARO and NYHQ Communication Teams.
6. On assignment completion, the entire video and photos taken will be transferred to portable drive with copies left with UNICEF Djibouti office with complete shot list.
7. UNICEF has first selection rights to all originals taken on this assignment with non-exclusive concomitant world rights in all media in perpetuity.
8. Provide captions with locations and names for photos depicting 1-2 persons and small groups that don’t fall under the category of “mass.” Date when photo was captured, and other relevant information should also be provided. All information, including complete name of photographer should be embedded in the metadata.
9. The consultant will use consent forms provided by UNICEF to respect identity of beneficiaries and will go by the Ethical reporting for Children principles.

**4. Deliverables**

* Two (2) fully edited, high quality short format videos of a duration of 2-3 minutes and ready to be broadcasted in French and in English and accompanied by the related Human-Interest Story or feature story, in line with UNICEF standard operating procedures for web content and video production submission. Treatment, storyboard, and updates should be provided throughout each stage of the development of the video.
* Original (not manipulated or compressed) photos with minimum resolution of 2000 x 3000 pixels; 6 mega pixels with zero compression. JPEG and/or PNG formats.
* A set of at least 30 edited/optimized photos with the original files retained.
* Signed consent for photos depicting 1-2 persons and small groups that don’t fall under the category of “mass”.

**5. Qualifications**

The candidate should possess the following qualifications and experience:

* An advanced university degree (Master’s) in Communication, Journalism, Public relations
* Minimum eight (8) years’ experience progressively responsible and relevant professional work experience in communication, print, broadcast and new media
* Professional Audio-Video Producer with adequate equipment
* International professional experience working with UNICEF or comparable organizations or international media
* Pre-cleared candidates in the UNICEF roster for audio-video production is an asset.
* Experience in developing videos that are shared globally through social media.
* Experience with projects featuring children
* Experience in developing short form video clips and/or documentary style videos.
* Experience with global campaigns targeting a social media demographic.
* Experience with utilizing the latest technology in terms of camera.
* Experience in covering humanitarian and development issues.
* Ability to assimilate and communicate complex visual messages in an engaging and child-friendly manner.
* Familiarity with UNICEF’s work on children’s issues and UNICEF’s global digital guidelines and NYHQ-DOC standard operating procedure for video production and web content submission
* Fluency in English and French is required

**6. Fees and Conditions**

UNICEF to cover fees for 1 month the duration of the consultation (including 7 days home base).

**7. Travel and miscellaneous costs**

UNICEF will provide an economy roundtrip ticket (lowest available fare) from the city of residence to Djibouti. UNICEF will pay to the Consultant a Daily Subsistence Allowance for the duration of the mission in Djibouti at UN standard rates, and as per relevant administrative instructions on duty travel of individual contractors. The DSA should cover meals, accommodations, communications fees and transportation,

NB: UNICEF will not reimburse expenses related to visa, COVID-19 test and vaccination required by the Consultant to complete his assignment.

Video-related miscellaneous charges - if pre-approved by the Supervisor - must be invoiced *separately* from the contract fee and accompanied by the *original* receipt for the item.

**9. Duty Station**

Production will take place in Djibouti (Djibouti-Ville) and post-production will be home based

**10. Supervisor**

Dekha David child protection specialist and Faycal Oulmi communication specialist in close coordination with NYHQ and MENARO communications team

**11. Performance indicators for evaluation of results**

Timeliness, Accuracy, Initiative, Image quality and attention to details

**12. Payment Terms**:

The consultant will be paid in US dollars at the end of his/her assignment upon submission of invoices, certification of the deliverables and satisfactory completion of the assignment.

**13. Administrative formalities**

The Consultant will provide a duly completed Health Statement and a Certificate of Good Health Condition and COVID-19 negative test. The Consultant is also responsible to provide a proof of medical insurance coverage for the duration of the contract and will complete the Designation of Beneficiary form for MAIP, a vendor form, and provide his bank details.

*UNICEF recourse in case of unsatisfactory performance: Payment will only be made for work satisfactorily completed and accepted by UNICEF.*

**14. Application process**

Interested Candidates should send the following documents to the addresses below mentioned:

1. An Updated Curriculum Vitae and P.11 form
2. A portfolio with some examples of previous work
3. A cover letter describing how you meet each of the requirements listed above
4. An indication of your availability to undertake the terms of reference above.

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