

Terms of Reference

Individual National Videographer

Title	Individual National Consultant (Videographer)
Purpose	To provide video documentation services
Location	Ghana Country Office
Duration	11.5 months with a view to extend for an additional 11.5 months
Expected Start Date	October 2020
Expected Fee	TBD
Reporting to	Communications Manager

Background

The country office is responsible for all communication needs including documenting through video documentaries, events and activities of all sections. Other assets produced by the section include animation and Public service announcements (PSA) etc. The purpose is to share good practice with other country offices and use the products as visibility material, presentations, advocacy and general communication needs on a variety of platforms.

Justification

These materials are often required at short notice and the expertise to develop these specialized materials is not available in the office. The process of deploying the services of a contractor quickly will be easily facilitated if there are a pool of experts or professionals already contracted to be on standby to provide this specialized service.

Objective

The objective is to enhance UNICEF's portfolio in Ghana of high-quality produced short and longer films to communicate the programmatic and advocacy operations of Ghana Country Office. It is also to ensure visibility for donor support.

Methodology (where applicable depending on the nature of assignment)

NOTE: Although this contract will be awarded for 11.5 months duration, consultant will not be engaged on full time during the 11.5 months period. Consultant will be called upon to carry out specific tasks for short durations as the need arises for which payment will be made on the basis of daily professional fee stipulated in the contract.

Audio visual production assignments will be issued by UNICEF Ghana's communication and programme sections, assignments will be accompanied by detailed briefs outlining the product required, including background materials for developing content.

Specific Tasks/responsibilities

Production of films upon request from the Ghana Country Office Sections and Communication Unit. The subjects or themes for each assignment will be set out by the programme section requesting services and agreed upon prior to actual commencement of work. Each assignment will be conveyed to the consultant in writing accompanied by

detailed briefs outlining the product required, including background materials for developing content.

Deliverables and time frame for submission

It is expected that when the assignments are given there will be a work plan and a conceptualization based on the brief delivered. The expectations of the work plan will be as follows – detailed timelines for execution of various activities as well as outputs expected at every step. Outputs will be delivered in the following standards and formats identified below.

- Raw rushes of footage
- Two copies of footage in appropriate digital format to be specified
- Cut to requirement documentaries and other materials as would be requested out of the footage.
- Shot lists, story lines and video log
- Production for two outlets in mind
- B roll for broadcasters, online and social media platforms requiring edited first person pieces or raw B rolls.
- 1- 2 min video profile of the production for online platforms and pitching

Final version must be approved via signature of the manager in charge of the particular project or assignment.

Please note that the process of review towards finalization shall not attract any cost as well as the format in which it is requested. E.g. DVD/ CD/ data storage device

The equipment listed below are the basic requirements needed to be considered for a Long-Term Arrangement with UNICEF

- High definition camera(s) including Go Pro
- Sound equipment – boom and accessories
- Lights and related accessories
- Editing suite
- Professional microphones
- Graphic design equipment
- Drone camera
- Tracks and mobility equipment
- Teleprompter and accessories (would be an advantage)

Supervision and reporting arrangement

The timeline and frequency of the reporting required by the Consultant on progress of work will depend on the assignment. However, the Consultant will account to focal persons from the Communication and programmes section with an overall clearance from the Communication Manager.

Payment and Payment Schedule

Service Providers are requested to provide proposed day rates for the services below:

If the time increments specified are not sufficiently detailed, please add additional costs that will be incurred for additional minutes beyond the specified time frames.

1. Documentary Production (time length of 1-10 minutes)

Particulars	Price quote
Concept	
Equipment hire	
Voice over recording, including artists and studio costs	
Editing	
Music/score, animation and graphics	
Other costs (pls. specify)	

2. Documentary (time length of 10-30 minutes)

Particulars	Price quote
Concept	
Equipment hire	
Voice over recording, including artists and studio costs	
Editing	
Music/score, animation and graphics	
Other costs (pls. specify)	
Editing	

3. 60 seconds Public Service Announcements Radio and Video

Particulars	Price quote
Equipment hire	
Voice over recording, including artists and studio costs	
Sound effects	
Other costs (Please specify)	

4. Picture story with audio effects (time length of 5-10 minutes)

Particulars	Price quote
Conceptualization and design	
Photography	
Editing incl. sound effects	
Others (Pls specify)	

5. Footage /Raw

Particulars	Price quote
Up to 2 hrs	
Up to 4 hrs	
Up to 6 hrs	
Up to 12 hrs	

Service providers are also requested to provide the rates for the following:

English translation of productions in the following local languages – Akan, Ga, Dagbani, Dagaari may be required

Expected Qualifications, Experience, specialised knowledge/skills and competencies

- Three to Five years' experience filming and editing high-quality footage – One show reel demonstrating this ability required. (Max 2 mins)
- University degree in Communication or related field. Minimum level of a Diploma with at least 8 years of relevant professional experience could be considered. Consultant with professional audio and video capacity – (equipment details required)
- Demonstrate ability to edit to a two-minute long film without losing the essentials of an assignment – content, technique and editing. (Show reel required in bullet point one should also demonstrate this ability)
- Previous experience of taking footage in development situations an advantage, best if with UNICEF or similar organisation)
- Experience working in rural Ghana, and knowledge of development landscape in the country or in similar context acceptable.
- Fluent in English, would also be an advantage if the Consultant spoke two of the major Ghanaian languages – Akan/Ga/Dagbani
- Track record editing for social media platforms an advantage
Ability to disseminate video to media outlets independently when possible an advantage

ESSENTIALS TO BE SUBMITTED WITH APPLICATION, THIS WILL BE ONE OF THE MAIN COMPONENTS OF THE SELECTION CRITERIA.

CV including one data storage device, disc or USB which includes a show-reel of no more than two minutes which also showcases skill and technique. The context of the documentary presented should be in the development situation in Ghana or similar context.

General Conditions: Procedures and Logistics

- The contractor should provide his/her own materials, i.e. computer, office supplies, etc.
- Any assignment within the agreement will include paid DSA if overnight travel outside Accra is involved.
- local travels will be initiated by the supervisor and agreed with the Consultant. UNICEF will make all travel arrangements except if consultant is authorized in advance to buy tickets
- When travelling with UNICEF staff to field projects consultant will be authorized to have access to UNICEF transport following UNICEF travel rules and regulations. **Compliance with Government and UN COVID-19 travel restrictions must be complied with.**
- Note that final payment will be made only after completion of deliverables and certification by supervisors.
- Note: Consultants in practice are external and therefore do not have a direct right to access UNICEF resources.

Copyright, Patents and other Proprietary Rights (if applicable)

UNICEF shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At UNICEF's request, the Consultant shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to UNICEF in compliance with the requirements of the applicable law

Policy both parties should be aware of:

- Under the consultancy agreements, a month is defined as 21 working days, and fees are prorated accordingly. Consultants are not paid for weekends or public holidays.
- Consultants are not entitled to payment of overtime. All remuneration must be within the contract agreement.
- No contract may commence unless the contract is signed by both UNICEF and the consultant or Contractor.
- Unless authorized, UNICEF will buy the tickets of the consultant. In exceptional cases, the consultant may be authorized to buy their travel tickets and shall be reimbursed at the “most economical and direct route” but this must be agreed to beforehand.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- Consultant will be required to sign the Health statement for consultants/Individual contractor prior to taking up the assignment, and to document that they have appropriate health insurance, including Medical Evacuation.
- The Form 'Designation, change or revocation of beneficiary' must be completed by the consultant upon arrival, at the HR Section

Application Procedure:

Interested candidates should apply online to the link provided, indicate professional fees for the services to be provided in Ghana cedis. A detailed financial proposal for all services and materials should be submitted as described above

In addition to the CV/Resume, candidates should include a data storage device of a two-minute documentary showing their skill of editing high quality footage to that time, the showreel should also show technique and creativity. It would be preferable if it was situated in rural Ghana.