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Title of Consultancy:	Type of Engagement	Place of Recruitment	Workplace of Consultant (duty station, ICT equipment)
Videographer – Health Governance Project	<input checked="" type="checkbox"/> Consultant <input type="checkbox"/> TA <input type="checkbox"/> Individual Contractor	International	UNICEF Sierra Leone in Freetown

WBS/grant - SC170298

Budget Year:	Requesting Section/ Issuing Office	Reasons why the assignment cannot be done by a staff member:
2020	External Relations and Advocacy – UNICEF Sierra Leone	Specialized skills in filming, editing and producing professional-quality video documentation for external broadcast not available.

Purpose of Activity/Assignment:

Background
 The overall goal of the UNICEF Sierra Leone Country Programme (2020 – 2023) is that more children and women in Sierra Leone, particularly the most deprived, have increased access to inclusive quality health, nutrition, WASH, education and child and social protection services. The country programme will contribute towards achievement of the goals of the National Development Plan and the Sustainable Development Goals.

The country programme is aligned with outcomes 1–4 of the United Nations Sustainable Development Cooperation Framework (UNSDCF), 2020–2023, the UNICEF Strategic Plan and Gender Action Plan, 2018–2021, and the African Union Agenda for Children 2040 and Agenda 2063. It is implemented through partnerships with key Government Ministries and through interagency partnerships and collaboration with a range of NGOs, civil society, UN agencies and young people.

One of the major focus areas for UNICEF Sierra Leone is to contribute to the effectiveness of Government’s Free Healthcare Initiative through a multifaceted Health Governance project. The aim of this initiative is to improve accountability of health service delivery and engage communities and civil society through community platforms and through media to demand strengthened governance of the health sector.

It is against this background that the External Relations and Advocacy Section of UNICEF seeks a videographer to support the process of documenting the initiative through compelling video materials. These videos will be used across social media and conventional media platforms to draw the public’s attention to the Free Health Care Initiative and profile the support of USAID and UNICEF to promote good health governance and public accountability of the initiative.

Justification
 An output of the Strengthening Health Governance project is to document through video, some of the best practices from this three-year initiative. The video material will be used for advocacy to highlight the importance of the Free Health Care Initiative to key stakeholders, also to raise awareness on the role of local governance and community engagement to improve public services. UNICEF seeks a videographer who will

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produce high quality video clips on the Free Health Care Initiative and to profile the work undertaken under the Health Governance project. The video clips will focus on the various components of the Health Governance Project, being undertaken at national, district and health facilities level, and civic engagement across communities and through media initiatives.

These videos will document individual and collective case studies across the various aspects of Free Health Care Initiative and record the successes and best practices/lessons learned, while also profiling USAID and UNICEF support through the Health Governance Project.

Purpose and objectives

The purpose of this consultancy is to produce expert video documentation of the Health Governance project and the Free Health Care Initiative. The end products will serve as an advocacy tool to engage and support this Government initiative, and will also serve to raise the profile and acknowledge the input of the current donors to the Health Governance Project.

Methodology and Technical Approaches

The video clips will portray the context and background of the Free Health Care Initiative – highlighting the reason for establishing it, how it operates, the services on offer under the initiative and who benefits. The videos will also highlight the efforts being undertaken through the Health Governance Project to improve awareness about the initiative and to create demand for services. The video footage will be captured from a selection of at least four different districts in Sierra Leone and the footage would include the following.

- Shots and interviews with health workers
- Shots of the various Free Health Care services offered at facilities
- Shots and interviews with caregivers
- Shots and interviews with implementing partners and activities of the Health Governance Project
- Shots and interviews with community stakeholders and leadership
- Shots and interviews with district and national level stakeholders and leadership
- Any other relevant shots/footage required to weave together case studies

The videographer will also edit and produce at least 1*6-minute video, 1*3-minute and at least 6*1-minute videos into publishable content, in the form of storytelling and/or case studies, for the UNICEF website, social media and/or other platforms. The videos will be supported by English sub-titles in instances where the local language is used. Throughout the editing process, the consultant will receive regular input and feedback from UNICEF and Government partners.

Activities, Tasks, Outputs and Deliverables

- Filming and editing of at least 1*6-min video story, developed from different parts of the country
- Filming and editing of at least 1*3-min video for advocacy by UNICEF/Donor
- Filming and editing of at least 6*1-min shortened version clips for use on social media.

Management, Organization and Timeframe

The consultant will operate under the supervision of the Communications Specialist with strong support and collaboration with the Programme Coordinator and other members of the Health Governance Project. consultant will receive a briefing at the beginning of assignment then hold regular discussions through meetings, email and phone as required. S/he will meet regularly with the Government and CSO partners for their inputs on the video.

- UNICEF will provide data and key messages that can be used to develop the required products
- UNICEF will provide consolidated comments on scripts and rough cut

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- UNICEF will provide guidance on institutional branding and messaging guidelines.
- UNICEF will facilitate scouting of locations and identify persons for interviewing/filming
- UNICEF will provide transportation to field locations while filming

Reason of extension in case of Amendment
N/A

Schedule of Deliverables	Due Date	Duration (maximum # of days)
Briefing session and schedule	1-7 September 2020	2 working days
Filming and interviews	8 September - 15 October 2020	12 working days
Editing of video	16 October - 15 November 2020	18 working days

Duration / Timeframe/ # of working days	Expected Start Date:	Expected End Date:
Two and a half months	1 September 2020	15 November 2020

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

Terms of Payment
<input checked="" type="checkbox"/> Payment, upon satisfactory completion of each deliverable according to schedule. <input type="checkbox"/> Payment, upon completion of all deliverables at the end of assignment. <input type="checkbox"/> Fee advance, percentage (up to 30 % of total fee)

Conditions of work

- The consultant would travel upcountry for the filming assignments
- The consultant will work on his/her own equipment, including the cameras, sound facilities, editing facilities and the computer(s) and use his/her own office resources and materials in the execution of this assignment.
- The consultant's fee shall be inclusive of all office administrative costs including professional fees, local travel costs and living costs upcountry.
- All the stories, videos and photographs produced will remain the property of UNICEF for unlimited use (website, publications, newspaper articles, etc.)
- Shooting masters of the film are to be retained by the consultant for one year from the date of finalizing the film.
- Mixed track master to be submitted to UNICEF electronically or in person
- Consultant to provide UNICEF with the shot list and B-Roll. The B-roll will contain a selection of the best shots and interviews for each of the packages
- International tracks version to be submitted to UNICEF electronically or in person
- The consultant will be responsible for having the parent or guardian of each girl sign a waiver (to be provided) giving permission for the collection of information and taking of photographs
- The consultant will strictly adhere to UNICEF's policies and guidelines around photographing of children in vulnerable situations
- UNICEF will provide a vehicle to aid the consultant's movement to the upcountry locations where the filming will be done
- UNICEF will provide feedback for the transcription from local language to English during the post production work.
- The Consultant would be expected to complete certain mandatory courses prior to commencement of work.

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Qualifications and Specialized Knowledge/experience required:

<p>Minimum Qualifications required: <input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>Enter Disciplines: Media & Communication, Journalism, Film Making, Film Editing</p>	<p>Years of Experience and Knowledge/Expertise/Skills required:</p> <ul style="list-style-type: none"> ▪ The consultant should have a minimum of 5 years' experience in executing similar work ▪ Present competences through a curriculum vitae including a portfolio of past work ▪ Bachelor's or master's degree in media/communication/videography/editing or equivalent professional experience ▪ At least 3 years' experience working in advocacy videos preferably in Sierra Leone ▪ Ability to effectively grasp and incorporate inputs/feedback from multiple contributors ▪ Previous UNICEF, UN and/or INGO experience in a similar role is desirable
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