**TERMS OF REFERENCE (TOR)**

**VIDEOGRAPHER FOR THE YOUTH INTERNSHIP VIDEO**

1. **Context and justification**

The International Planned Parenthood Federation Africa Region (IPPFAR) is one of the leading sexual and reproductive health and rights (SRHR) service delivery organizations in Africa, and a leading sexual and reproductive health and rights advocacy voice in the region through its 40 Member Associations and Collaborative Partners in 40 Sub-Saharan countries.

IPPF Africa Regional Office (IPPF ARO) appreciates the fact that almost 60% of Africa’s population are youth under the age of 25, and it is committed to provide a framework by which individuals from diverse academic or life backgrounds may be assigned to the IPPF Africa Regional Office where their educational experience can be enhanced through practical work assignments, exposure to an international environment and the opportunity to deepen their knowledge and understanding of what IPPF does and stands for.

Since 2003, the IPPF ARO Youth Internship Programme has attracted several highly talented and motivated young people who seek to contribute to the realization of IPPF's priorities and strengthen their commitment as youth advocates in SRHR as well as their professional skills.

The Youth Internship Programme targets African youth students and recent graduates, including the Youth Action Movement (YAM) members. Its main objective is to support, nurture and enhance the skills of youth in programming, leadership and advocacy through hands-on experience, mentoring and coaching.

The IPPF ARO Youth Internship Program is therefore focused on strengthening and developing the interns' knowledge and skills. The intern is at the center of the process and all actions revolve around his/her professional development and commitment to contribute to the ARO's work.

1. **Scope and focus of assignment**

The purpose of the assignment is to produce a video on the IPPF ARO Youth Internship Program, highlighting the quality and excellence of this programme as a strategy for youth empowerment and skills development.

1. **Deliverables**

* The video will be produced in 1920x1080px and should not exceed 3 minutes. This video will be in English and/or French, with subtitle in the other language. Inspiration could be taken from these videos:
* [WTO Young Professionals Programme](https://www.youtube.com/watch?v=YGC2xd6JE78)
* [UNDP Malawi Young Professional Programme](https://www.youtube.com/watch?v=ubdVXmuPtFw)
* [HEC Youth leadership Initiative](https://www.youtube.com/watch?v=_bf34aT_t1o)
* IPPF ARO will introduce the video producer to the young people who will be appearing in the video.
* The video producer is expected to write a script (to be approved by IPPF).
* The video producer is expected to find non-copyrighted music to be used as soundtrack.
* The video producer is expected to add graphic elements to the video, making it visually dynamic and appealing.
* The video producer will allow up to three (3) revisions from the IPPF ARO team before delivering the final video.
* The final video should be delivered in formats suitable for social media and YouTube.

1. **Timeframe**

The consultancy shall be for a duration of 20 days from the date of signing the contract.

1. **Working arrangement**

The consultant shall be paid 50% of the total cost upon approval and signing the contract and the balance upon satisfactory production of the materials/illustrations.

1. **Copyrights**

All materials arising out of the consultancy shall remain the property of IPPFAR.

1. **Required Qualifications and Experience of the Consultancy firm/individual**

* Degree in a relevant discipline (Graphic Design, Arts, Journalism, Mass Communication, Marketing, or similar).
* Must have more than 5 years proven experience in journalism/film production.
* Extensive experience in producing similar videos for organizations/companies.
* Extensive experience in script writing and post-production work.
* Excellent technical capacities (Full High-Definition video) to ensure high quality production.
* Attention to details is extremely important and only professional looking and polished outputs will be accepted.

**11- Application procedure**

Applicants are required to submit the following:

(a) A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment,

(b) Firm/company profile on handling related assignment; or Personal CVs for individual consultant highlighting qualifications and experience,

(d) Portfolio (2-3 examples of similar previous work or personal website listing work),

(e) Financial proposal indicating consultancy fee and a breakdown of expenses (unit price per day together with any other expenses, taxes) related to the assignment,

(f) Both technical and financial proposals shall not exceed five pages.

The application documents must reach IPPF Africa Regional Office through email address [**ippfarbids@ippf.org**](mailto:ippfarbids@ippf.org) latest by **27 November 2022** with subject **« YIP Videographer consultancy »**

**Important note:** *To comply with tax payment policies in Kenya, IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.*