

PEOPLE FOR HEALTH



TERMS OF REFERENCE

Videographer to Document People for Health's Work in Ghana

Duration: 30 days from signing of the contract

1. Background

People for Health (P4H) is a USAID-funded project (2016 to 2021) that has been implemented by a consortium led by SEND GHANA with the support of Penplusbytes. The project has been implemented in 20 selected districts from the Northern, Eastern, Oti, Volta, and Greater Accra regions in Ghana. The goal of the project was to strengthen the organizational and institutional capacities of both government and civil society through interventions to improve the management and performance of health systems in five thematic areas: water, sanitation, and hygiene (WASH); HIV/AIDS; maternal, child health and family planning; nutrition; and malaria.

The approach for achieving this goal was based on enhanced social accountability, which blends SEND's tried and tested Participatory Monitoring and Evaluation framework with consortium members' methodologies. The project works through civil society organizations (CSOs) and government partnerships at the community, district, regional, and national levels to increase the capacity of CSOs to effectively advocate on key health issues, mobilize and empower communities to demand improved service delivery, and strengthen the demand of CSOs for accountability, compliance, and equitable service delivery.

2. Purpose of the assignment/objectives of the consultancy

SEND GHANA is seeking one professional videographer to produce a video documentary on P4H that is 15–20 minutes in length for the closeout of the project, highlighting success stories related to its five thematic areas, the overall impact the project has had throughout the districts in which it was implemented, lessons learned, and how the project will be sustained.

3. Details of how the work should be delivered

The consultant will be expected to perform/deliver the following:

- Hold a briefing meeting with SEND GHANA to gain an understanding of the key successes and overall impacts of the project, lessons learned, ways the project will be sustained, and list of sites and people to be interviewed. Potential interviewees may include, but are not limited to: staff of SEND GHANA, Penplusbytes, and/or USAID; Community Health Management Committee members; Water, Sanitation, and Hygiene Committee members; District Health Management

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Team members; District Citizens Monitoring Committee members; district/municipal executives; traditional authorities/opinion leaders; and direct beneficiaries.

- Submit a draft script for review and approval.
- Use their own professional video camera and audio equipment to conduct required field work, capturing interviews with selected interviewees and any relevant B-roll/secondary video footage. Audiovisual production must be high-resolution to adequately represent the organization.
- Edit the footage in line with the script agreed upon and approved by SEND GHANA.
- Record and edit narration/voice-over as needed.
- Clearly identify the name, job title, and location of interviewees, along with any other relevant details, in accordance with USAID branding requirements.
- Embed subtitles with professional translation to English in the video as needed, in accordance with USAID branding requirements.
- Submit a 15–20 minute draft video to SEND GHANA for the first round of review and comments.
- Implement all comments provided by SEND GHANA and submit the updated draft video for a second/final review by SEND GHANA, Penplusbytes, and USAID.
- Audio balance the final product and convert it to formats for use on TV, radio, and the web.
- Archive the edited output in DVD format along with 10 high-quality edited pictures, a professional log, SRT files for captioning, and a full transcript for 508 compliance.

4. Deliverables:

- One final high-resolution 15–20 minute video in MP4 and DVD format with a professional log. Video to include standard USAID style text animation used on USAID Transforms films.
- 10 high-quality edited pictures with corresponding metadata and photo releases.
- Final version of the video without the music and subtitles.
- Music license.
- Professional translation to English.
- Videographer to provide SRT files for captioning and a full transcript for 508 compliance.
- After a full video version is agreed upon, including music and text animation (style to be provided by USAID to follow USAID Transforms look and feel), there will be two rounds of edits (to incorporate required USAID clearances) before final video version is provided.

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5. Timeline of Deliverables

Deliverables	Days
Attend briefing meeting with SEND GHANA	Within 2 days of signing contract
Submit draft script (editable Word document)	Within 7 days of signing contract
Submit first draft of video documentary (electronic copy)	Within 20 days of signing contract
Submit second draft of video documentary (electronic copy)	Within 25 days of signing contract
Submit final version of video documentary (DVD and log, along with electronic copies in formats suitable for radio, television, and YouTube)	Within 30 days of signing contract

6. Reporting requirements

The consultant will report to the SEND GHANA Communications Specialist, Communications Officer, and Chief of Party, who will provide feedback and guidance on their performance. All activities and deliverables undertaken by the contractors shall be discussed and planned in consultation with SEND GHANA. The consultant is expected to deliver each component of the workplan electronically (aside from the DVD).

7. Support provided by SEND GHANA

SEND GHANA will provide the consultant with:

- Basic information on the project (reports, earlier developed success stories and videos)
- Guidelines for USAID branding
- Suggestions on the most suitable project sites, stories, and relevant contacts

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8. Qualifications and experience

The consultant is expected to possess the following qualifications:

- Five to 10 years of professional videography/video editing experience (Adobe Premiere Pro preferred)
- Demonstrated experience conceptualizing, producing, and editing video documentaries relevant to the evaluation of social, humanitarian, and development subjects
- Knowledge of the different regions and languages in Ghana
- Ability to interact with a cross-section of people, from those at the grassroots to senior officials in government and multilateral agencies
- Knowledge on ethical standards in reporting on vulnerable populations
- Strong interpersonal and communication skills
- Experience with SEND GHANA and/or USAID will be an asset

9. Expression of interest

The consultant should express his/her interest through a technical and financial proposal submitted to SEND GHANA by electronic mail to career@sendwestafrica.org. The technical proposal should include a motivation letter accompanied by a detailed curriculum vitae with three references and three samples of recent work. The financial proposal should specify an all-inclusive estimated fee for the documentary project in local currency, including a breakdown for filming charges, transportation expenses, post-production, crediting, subtitling, and voice-over.

These documents should be submitted before close of work on Monday, September 6, 2021. Only selected candidates will be contacted.

The P4H consortium is an equal opportunity employer and women are particularly encouraged to apply.

The final selection will be based on the principle of “best value for money” (i.e., achieving the desired outcome at the lowest possible fee).

Payments will be based on the deliverables and made in local currency within 10 days of the P4H consortium’s satisfactory review of services specified in the Terms of Reference. The P4H consortium reserves the right to withhold all or a portion of payment if performance is unsatisfactory, or if work/outputs are incomplete or not delivered on time.

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10. Intellectual property

All information pertaining to this project (documentary, audio, project documents, etc.) that the consultant may come into contact with throughout the performance of their duties shall remain the property of the P4H consortium, which has exclusive rights over their use. Except for the purposes of this assignment, the information shall not be disclosed to the public nor will it be used without the written permission of the P4H consortium. National and international copyright laws will be applicable.