TERMS OF REFERENCE

Videographer to produce video testimonial/documentary on domestic investments in Epidemic Preparedness by VIPs

Duration: 20 days from signing of the contract

Project Title: Support for Epidemic Preparedness Financing (S4EPF)

1. Background

The project is being implemented in 10 districts from the Northern, Eastern, and Greater Accra regions in Ghana. The overall goal of this project is to affect fiscal space towards increased domestic investments in Epidemic Preparedness (EP) at the national and district levels and support the ongoing COVID-19 response in Ghana. The specific objectives are;

- To strengthen relevant stakeholders, including parliament/policymakers, the media, civil society, traditional authority, and religious bodies capabilities to support the sustained prioritization of and increment in budgetary allocation towards EP, COVID-19, and epidemic response in general at the national and district level.
- To increase the quality and quantity of earned media coverage - news and digital mentions and public awareness related to general EP funding, the COVID-19, and epidemic response and vaccinations in general

To achieve this goal, a four-prong strategy involving: 1) building a strong base of support among key stakeholders at both the grassroots (farmers, women, youth, persons with disability, etc.), and grassroots (district-based NGOs, District/community health management team, health experts/professionals/managers, seasoned journalists, Members of parliament, key religious and traditional leaders, health professionals' associations), to conduct outreach for domestic investments in epidemic preparedness, with a special focus on the budget cycle; 2) tracking funding allocation to epidemic preparedness, control and prevention in the 2022 national budget statement and economic policy and the 2021 district Medium Term Development Plans (MTDPs); and to assess preparedness of designated health administrative systems responsible for epidemic preparedness and response 3) Leveraging and partnering the media to set agenda, generate high quality and factual media coverage and increase public awareness on and demand for public health measures in relation to epidemic preparedness funding and vaccination acceptance and 4) Use digital outreach to increase public awareness and demand for public health measures in relation to epidemic preparedness funding and vaccination acceptance was adopted.
Since April 2021, SEND has led the advocacy and implemented a series of activities and interventions, intending to affect fiscal space towards increased domestic investments in Epidemic Preparedness (EP) at the national and district levels. Key among these initiatives include engagements with target Metropolitan Municipal and District Assemblies (MMDAs) to commit financial resources for epidemics preparedness and response financing (EPR) at the local levels. The project and partners have also been sensitizing communities on vaccines hesitancy, including using radio, as well as educating project partners/champions on the importance of EPR. At the national level, we submitted proposals to the Ministries of Finance and Health for consideration into the 2022 health budget and have also engaged the Ministry of Local Government, Decentralization, and Rural Development to discuss recommendations towards enhancing EPR financing at the MMDA level.

2. Purpose/objectives of the consultancy

The consultant is required to produce a short video (10 minutes) documentary capturing evidence of increased domestic investments in Epidemic Preparedness and the overall impact the project has had in influencing policies and budgets both at the districts and national levels in favor of EP resulting from the advocacy by SEND and partners. The documentary will also highlight the existing funding gaps on epidemic preparedness. Potential interviewees may include, but are not limited to: staff of SEND GHANA; selected CSO partners; media partners; journalists; EP champions; officials of the finance ministry; ministry of health; parliamentary select committee on health; Ghana Health Service; and district planning and budget officers.

3. Details of consultancy service

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

- Hold a briefing meeting with SEND GHANA to gain an understanding of the scope of work and list of sites and stakeholders to be interviewed.
- Develop and submit a draft script/story board for review and approval by SEND and GHAI.
- Use their own professional video camera and audio equipment to conduct required field work, capturing interviews with selected respondents and any relevant secondary video footage. Audiovisual production must be high-resolution.
- Edit the footage in line with the script/story board agreed upon and approved by SEND GHANA and GHAI.
- Record and edit narration/voice-over where necessary.
- Clearly identify the name, job title, and location of interviewees, along with any other relevant details, in accordance with standard requirements.
- Embed subtitles with professional translation to English in the video as needed, in accordance with standard requirements.
- Submit a 10-minute draft video to SEND GHANA for the first round of review and comments.
- Implement all comments provided by SEND GHANA/GHAI and submit the updated draft video for a second/final review by SEND GHANA.
- Audio balance the final product and convert it to formats for use on TV, radio, and the web.
- Produce a FINAL documentary video in DVD format of 10 minutes long with high-quality edited pictures where necessary.
4. Timeline of Deliverables

<table>
<thead>
<tr>
<th>Tasks</th>
<th>No. of Days</th>
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</thead>
<tbody>
<tr>
<td>Attend briefing meeting with SEND GHANA</td>
<td>2 days of signing contract</td>
</tr>
<tr>
<td>Submit draft script/story board (editable Word document)</td>
<td>2 days after briefing meeting with SEND on story board/script</td>
</tr>
<tr>
<td>Incorporate comments on draft scripts/story board</td>
<td>A day after receiving feedback from SEND on story board/script</td>
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<tr>
<td>Field work</td>
<td>6 days of field work</td>
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<tr>
<td>Submit 1st draft video documentary for feedback from SEND GHANA/GHAI (Electronic)</td>
<td>5 days after field work</td>
</tr>
<tr>
<td>Submit 2nd draft video documentary for feedback from SEND GHANA/GHAI (Electronic)</td>
<td>2 days after receiving feedback</td>
</tr>
<tr>
<td>Submit final version of video documentary (DVD along with electronic copies in formats suitable for radio, television, and YouTube)</td>
<td>2 days after receiving feedback on 2nd draft</td>
</tr>
</tbody>
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5. Reporting requirements

- The consultant will report to SEND GHANA Communications Officer and Senior Programme Officer, who, together with the project team, will provide feedback and guidance on their performance and progress. All activities and deliverables undertaken by the consultant shall be discussed and planned in consultation with SEND GHANA.

6. Support provided by SEND GHANA

SEND GHANA will provide the consultant with:

- Basic information on the project (reports, earlier developed success stories and videos)
- Suggestions on the most suitable project sites, stories, and relevant contacts/respondents
- Contacts of interviewees

7. Qualifications and experience
The consultant is expected to possess the following qualifications:

- Possess at least 4-8 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 Greater Accra, Eastern and Northern regions and their languages.
- Ability to interact with a cross-section of people, from those at the grassroots to senior officials in government and multilateral agencies.
- Ability to work within a limited time frame.
- Knowledge on ethical standards in reporting on vulnerable populations.
- Strong interpersonal and communication skills.
- Experience with SEND GHANA will be an asset.

8. 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 and copy abdulai@sendwestafrica.org or hard copies to: SEND GHANA Office A 28 Regimanuel Estates Nungua Barrier, Accra.

The technical proposal should include a motivation letter accompanied by a detailed curriculum vitae with at least two references and two 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, editing, subtitling, and voice-over to the tune not exceeding Ghc20,000. These documents should be submitted before close of work on 3rd March, 2022. Only selected candidates will be contacted.

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).

9. 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 SEND GHANA, 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 SEND GHANA. National and international copyright laws will be applicable.

SEND GHANA is an equal opportunity employer and women are particularly encouraged to apply.