

Terms of Reference (ToR)
for
Videography of Strengthening Urban Public Health System Project
(Only for Individual Consultant)

Date: 10/08/2022

1. Background

Urban health systems and strategies in Bangladesh, especially a public health approach to promote wellness and disease prevention among urban populations, have not received the attention and funding required. Current efforts and strategies are not epidemiologically sound (based on actual disease burden estimates) nor based on global best public health practice.

City Corporations are largely responsible for the health care service to city dwellers. However, the health system of all 12 city corporations of Bangladesh is mainly curative service driven and less focuses on public health. This is particularly for shortage of public health workforce and lack of understanding of public health as a priority.

In this context of public health emergency, Save the Children in Bangladesh and US Centers for Disease Control (US CDC) have commenced a collaborative program to provide public health technical assistance to the city leaders in their strategic planning and implementation efforts, and to develop and deploy a new cadre of public health epidemiologist into the city corporation health department as a first step in addressing an unmet public health leadership need. The program is being implemented in all 12 City Corporations of Bangladesh with assistance from Ministry of Local Government, Rural Development and Cooperatives.

To showcase the Project's activity, SCI seeks to obtain the services of a competent consultant for videography. Considering the depth of the assignment, SCI would like to hire an experienced consultant for dynamic videography. The consultant will work in close collaboration with SCI's designated staff.

2. Scope of work

Based on the above objectives, the consultant is expected to undertake the following activities but not limited to:

The videographer will closely work with the Project team to develop the script for a **5-minute-high quality** video.

- Will customize the video script as per landscape, character, and requirement
- Will follow the SCI branding guidelines
- Will shoot required scene for video content in urban areas (Mymensingh City Corporation)
- Will advanced videography technology as per requirements
- Will prepare English sub-title and include voice-over in Bangla
- Will make a draft version of the video
- Prepare a shorter version of the video for social media (not longer than 2minutes)
- Include the feedback from SCI & submit the final version

3. Videography Outline

The assigned consultant will be responsible for arranging video shooting including camera, recording, editing, background music and voice-over, and English subtitle as per requirement. The video will capture the journey of the project and its impact in city in corporation level through different project activities. It will include interviews from key stakeholders and beneficiaries and will portray project activities and campaigns.

The project team will arrange field visits for video shooting as well as provide necessary support for developing the video script and video production.

4. Timeline

The duration of the assignment will be 12 days after signing the agreement.

Task	Duration
Research and Script development	2days
Video shooting including travel	4 days
Editing and color grading	2 days
First draft of the video and SCI feedback	2 days
Second Draft and SCI feedback	1 day
Final submission	1 day
Total	12 days

5. Eligibility

- Proven track record of developing an audio-visual documentary (previous work sample should be provided)
- Minimum 5 years of experience in developing audio-visual documentary for development organizations, preference will be given to those who have previously worked with SCI.
- Knowledge of script writing
- Availability of resources

6. Ownership of the Outputs:

- SCI shall be the owner of the video.
- After completion of the whole tasks, produced footage and the final version shall be handed over to SCI through DVD before final payment.

7. Professional Liabilities:

The consultant is expected to carry out the assignment with due diligence and in accordance with prevailing professional standard. A proper consultation with SCI needs to be maintained in terms of planning, designing and videography.

8. Contact Person: Technical Specialist – Public Health Communications

Interested individual consultant, may submit their technical and financial proposal along with CV, NID copy and TIN certificate (with acknowledgement copy of income tax return for the most recent year) to the following email address: prosanta.roy@savethechildren.org. Application closing date: **August 16, 2022**.
