

Terms of reference

Production House – Media Campaign for Lebanese Women’s Day 2026

National Commission for Lebanese Women (NCLW)

Job title	Production House - Media campaign for Lebanese Women's Day 2026
Organization	National Commission for Lebanese Women (NCLW)
Purpose	Plan, design, create, produce, manage, and implement a high-impact media campaign
Objective	Highlight the evolution of women’s rights in Lebanon through key legal, institutional, social, and political milestones
Location	Beirut, Lebanon
Duration	3 weeks and a half preparation and production
Reporting to	NCLW Executive Board Secretary

About NCLW

The National Commission for Lebanese Women (NCLW) is an official institution affiliated to the Presidency of the Council of Ministers, established by law in 1998. NCLW is mandated to promote women’s rights in Lebanese society and to enhance gender mainstreaming across public institutions.

As the National Women’s Machinery, NCLW plays a central role in advancing women's status and promoting equal opportunities for women and men in Lebanon. It serves as a consultative body to the government and to national councils and institutions on matters related to women, including gender-based concerns. Furthermore, NCLW acts as the national coordinator on gender issues between public institutions and civil society organizations. Moreover, NCLW contributes to the development and implementation of national strategies and action plans, and it supports the production of studies, policy papers, and recommendations in collaboration with a range of stakeholders.

In alignment with its mission, NCLW has been actively working to raise awareness around women’s rights and to drive transformative change in Lebanon’s social, economic, and political landscape.

On the occasion of Lebanese Women’s Day, celebrated on 4 November, NCLW seeks to launch a dedicated media campaign that highlights the evolution of women’s rights in Lebanon through key legal, institutional, social, and political milestones.

Objective and scope of work

NCLW seeks to engage a qualified Production House to plan, develop, produce, and support the dissemination of a high-impact media campaign marking Lebanese Women’s Day 2026.

The campaign will include:

- One main documentary film of approximately 25 minutes;
- One 3-minute condensed version of the documentary;
- 5 one-minute video clips adapted from the documentary and/or developed as complementary content for dissemination through social media and other digital platforms.

The Production House will be responsible for the overall creative development, production, post-production, and delivery of the agreed campaign materials in close coordination with NCLW.

Duties and responsibilities

Under the supervision and coordination of the **NCLW Executive Board Secretary**, the Production House will be responsible for the following:

1. Kick-off, Research and Creative Development

- Attend an introductory/inception meeting with NCLW to align on the campaign’s purpose, key messages, target audiences, tone, creative direction, and expected outputs.
- Conduct the necessary background research for the documentary, including a review of relevant NCLW materials, achievements, programmes, initiatives, and other relevant sources.
- Develop the overall editorial concept and creative direction of the documentary.
- Develop the narrative structure and key messages of the film in consultation with NCLW.
- Develop and submit the documentary script for NCLW’s review and approval.
- Present the proposed creative approach, storyboard and/or treatment, including the rationale behind the proposed narrative and visual direction.

2. Pre-production and Production

- Develop a detailed production work plan and schedule, including filming dates, locations, interviewees, production requirements, and key milestones.
- Coordinate all logistical arrangements required for filming.
- Coordinate with the director, producer, camera and sound teams, interviewees, and any other relevant service providers.
- Secure any necessary filming permits, location permissions, releases, and consents required for the production.

- Conduct and record interviews in accordance with the approved editorial concept and script.
- Undertake filming in accordance with the approved concept, storyboard/treatment, work plan, and production schedule.
- Ensure professional standards of direction, cinematography, lighting, sound recording, and overall production quality.

3. Post-production

- Edit the documentary, including picture editing, sound editing and mixing, colour correction/grading, graphics, animation, and other post-production elements as required.
- Select, license, or create appropriate music and other audio elements, ensuring that all materials used are legally cleared for publication, dissemination, and use by NCLW across relevant media and platforms.
- Prepare the final documentary in the agreed formats.
- Produce the **3-minute condensed version** based on the approved documentary.
- Produce Arabic and English subtitles for the final versions, as agreed with NCLW.
- Produce a **Lebanese Sign Language (LSL) version** using a picture-in-picture format.
- Ensure the appropriate inclusion of NCLW branding and visibility requirements in all final products.
- Incorporate NCLW's comments and feedback through **up to three rounds of revisions per video version**.
- Ensure that all final materials are technically suitable for dissemination through television, YouTube, WhatsApp, social media, websites, and other relevant digital platforms.

4. Campaign Support, Monitoring and Reporting

- Coordinate with NCLW regarding the launch and dissemination of the campaign materials.
- Provide, where applicable, recommendations on the dissemination and positioning of the campaign materials across relevant media and digital platforms.
- Participate in periodic coordination meetings with NCLW to provide updates on progress, address challenges, and agree on any required adjustments.
- Provide a brief final production report summarizing the activities undertaken, materials produced, and final outputs delivered.

Deliverables and timeline

The Production House shall deliver the following:

1. **One final documentary film of approximately 25 minutes**, in Arabic, in the agreed technical formats (with **English subtitles and Lebanese Sign Language**).
2. **One 3-minute condensed version** of the documentary, in the agreed technical formats (in Arabic with **English subtitles and Lebanese Sign Language**).
3. **Five 1-minute video clips** adapted from the documentary and/or developed as complementary content for dissemination through social media and other digital platforms (in Arabic with **English subtitles and Lebanese Sign Language**).

Preparation and Production:

The assignment will commence on Monday, 12 October 2026, upon signature of the contract, and shall be completed in time for the launch of the Lebanese Women's Day 2026 media campaign on 4 November 2026. The assignment shall cover all stages of production, including research and content development, creative development, pre-production, filming, post-production, revisions, translation and subtitling, and final delivery of all agreed materials.

The Production House shall submit a detailed production schedule upon commencement of the assignment, outlining the key activities, milestones, filming dates, review and approval stages, and proposed delivery dates. The schedule shall ensure that the final documentary and all accompanying communication materials are completed and approved by NCLW before the campaign launch on 4 November 2026.

The Production House shall work in close coordination with NCLW throughout the assignment and shall incorporate NCLW's comments and requested revisions within the agreed production timeline.

Reporting

Periodic meetings are to be held between the Production House and NCLW to provide updates on the workflow and challenges.

NCLW will provide the Production House with NCLW branding guidelines and a high-quality logo.

Note: All raw footage, artwork, project files, and final outputs/ materials produced under the contract are the exclusive property of NCLW.

Payment Methods

The full amount will be divided and paid:

- 50% upon the signature of the contract.
- 50% upon delivery of the final version of the deliverables

Payments in **USD**, net of applicable taxes/withholding under Lebanese regulations

The final payment shall be subject to the satisfactory completion and written acceptance by NCLW of all deliverables specified in the contract and the present Terms of Reference.

Qualifications

The assignment requires the following qualifications and experiences from the Production House:

- A minimum of 5 to 6 years of professional experience in media campaigns and short-form brand films.

- Proven capacity in creative development, direction, cinematography, editing, motion graphics, and sound design.
- Access to high-quality camera, light, sound, and post-production equipment.
- Strong portfolio with comparable campaigns in Lebanon/the region.
- Previous experience working on gender equality **is a must**
- Ability to operate under strict time limits and apply high production and technical standards to maintain a high level of professionalism.
- Team members with excellent Arabic and English; LSL capability (in-house or subcontracted).

Submission Guidelines

Interested production houses must submit the following documents to demonstrate their qualifications:

- Technical Proposal, including:
 - Production house's detailed information, company profile/legal name/year established
 - Copy of the legal and tax registration.
 - Portfolio highlighting previous work experience (including links)
 - Proposed Team, along with a brief presentation, CVs, and functional responsibilities of the key people to be engaged in the production of the video.
 - Detailed list with technical information on the equipment intended for use, including camera, light, sound, and editing software.
 - A separate financial offer in US dollars (detailed breakdown of all estimated costs and clear total cost for the final product).

Submission & Deadline

Prospective Production Houses should apply and submit the above-mentioned documents to the email address info@nclw.gov.lb no later than **October 11, 2025**, ensuring the subject line is denoted with the heading:

NCLW I Production House – Lebanese Women's Day 2026

Incomplete submissions can be grounds for disqualification.
Only shortlisted candidates will be contacted.