

Production House  
Terms of Reference (TOR)

**Summary:**

Job title	Production House to create videos about the importance of education
Project title	Empowered and Capable Girls: Equitable Education for all
Purpose	Raise awareness on the importance of compulsory and equitable education for all girls and the risks of child marriage
Location	Beirut, Lebanon
Duration	20 working days
Start Date	13 September 2021
End Date	22 September 2022
Reporting to	Technical & Field Officer

**Background:**

In 2021, NCLW and UNICEF Lebanon signed an annual work plan for collaborations that aims at better understanding the barriers for access education for adolescent girls in the current multi-layered crisis that Lebanon is facing, and that might lead to higher risks child marriage among adolescent girls.

To prevent child marriage, UNICEF and NCLW will work on building sustainable structures to tackle barriers of girls' safe access to safe education how to handle cases of adolescent girls at high risk of child marriage, while referring them to the needed services.

NCLW and UNICEF also seek to conduct a study that aims at better understanding the impact of the COVID 19 and economic crisis on adolescent girls in Lebanon, with a focus on their access to education and other basic needs; while proactively promoting importance of prioritizing girls' education through media campaigns and addressing effectively challenges that might lead to girls' school drop out in the current situation.

UNICEF and NCLW will develop a series of communication materials targeting the education team on the importance of compulsory and equitable education for all girls, the risks of child marriage, and expanding the gender norms on what girls can do and be.

Consequently, NCLW and UNICEF require the services of Production House to promote the importance of prioritizing adolescent girls' education through a media campaign.

**Objective:**

NCLW and UNICEF are seeking to recruit a production house to create three videos on the importance of compulsory and equitable education for all girls and the risks of child marriage.

**Specific tasks:**

- Attending introductory meeting with NCLW and UNICEF teams to get introduced to the project and the purpose of the video.
- Drafting with the help of the Technical & Field Officer at least three options of draft scripts for the three videos in both English and Arabic capturing the main ideas and messages NCLW and UNICEF wish to cover.
- Providing a detailed work plan including options of storyboard, actors, filming locations and schedule, as well as scripts in Arabic and English.
- Producing three videos on the importance of education and the risks of child marriage as defined by NCLW and UNICEF teams. The videos need to have a clear caption in English.
- Ensuring the editing and montage of the videos.
- Coordinating all facets of video production including brainstorming of ideas, planning, filming, coordinating scenes and actors, production and post-production editing in different formats for TVC, for WhatsApp, for social media means, while taking into consideration NCLW and UNICEF comments and feedbacks.
- Ensuring the incorporation of NCLW and UNICEF comments, following back-and-forth rounds.
- Updating the Technical & Field Officer regularly on the workflow and challenges faced.
- Ensuring the branding and visibility of NCLW and UNICEF in the final product.
- Developing a final detailed analysis report about the campaign, with a focus on its impact in terms of reach, clicks and engagement rates.

**Expected deliverables:**

- Three videos targeting different categories on the importance of compulsory and equitable education for all girls and the risks of child marriage is produced and fully showcased.

**Reporting:**

- a) Periodical meetings to be held between the company and the Technical & Field Officer to keep her/him updated on workflow and challenges.
- b) Periodical meetings to be held with NCLW team to keep them abreast of the main findings and to get clearance on tasks performed.

### **Expected background and experience:**

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.
- Access to high quality filming, light, sound and editing equipment.
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining a high level of professionalism.
- Track record of successful materials filmed in the region and/or on similar topics would be an asset.
- Previous experience in gender and human rights is an asset.
- Excellent written and spoken communication skills in Arabic and English.
- Experience in working with NCLW and/or UNICEF/UN agencies is an asset.

### **How to apply:**

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

- Production house's detailed information.
- A copy of legal and tax production house registration.
- Production house portfolio highlighting previous experiences and work.
- Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing software.
- Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the video.
- A separate financial offer in US dollars (detailed break-down of all estimated costs and clear total cost for the final product).

Prospective production houses should apply and submit the above-mentioned documents to the email address [info@nclw.gov.lb](mailto:info@nclw.gov.lb); no later than 22 September 2021 at midnight (Beirut time), ensuring the subject line is denoted with the heading: NCLW / UNICEF Production House.

Incomplete submission will be a ground for disqualification.