

Terms of reference

Production House/Videographer - 1325

National Commission for Lebanese Women (NCLW)

Job title	Production House/Videographer – Video production for 1325 NAP implementation in Lebanon
Organization	National Commission for Lebanese Women (NCLW)
Project title	Support the National Women's machinery (NCLW) in coordinating and monitoring the implementation of the 1325 NAP
Purpose	Producing a promotional video highlighting the implementation of the 1325NAP in Lebanon
Objectives	<ul style="list-style-type: none">• Showcasing national efforts and highlighting the main interventions and achievements in the implementation of the NAP.• Raising awareness about the impacts of the 1325 NAP implementation
Location	Beirut, Lebanon
Duration	4 weeks (August 2023)
Budget	5,000 USD
Reporting to	Technical consultant, NCLW Projects Development Coordinator, and NCLW Executive Director

About NCLW

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

As the National Women Machinery, NCLW works on enhancing the status of women and ensuring equal opportunities between men and women in Lebanon. NCLW serves as a consultative body for the government and national councils and institutions on women's issues, including gender-based concerns.

NCLW is collaborating with UN Women to enhance its role in coordinating, monitoring and implementing the Women, Peace, and Security agenda. Following the implementation of the first NAP in 2019 – 2023, NCLW aims to disseminate the results and impact of the NAP implementation to stakeholders and to the general public in order to promote support and accountability for both the present implementation and future iterations.

Objective

NCLW is seeking to recruit a Production House/Videographer to support to conceptualize, design and produce a video.

The video aims to emphasize the importance of the implementation of the UNSCR 1325 NAP, highlight women's role in decision-making at the local and national level, in the economy, in security and defense, in conflict prevention, resolution, peace-building, and to stress the importance of women's equal participation and full involvement in decision-making at all levels and their protection from Gender-Based Violence.

Duties and responsibilities

Under the supervision of NCLW's Executive Director, NCLW Projects Development Coordinator and the Technical Consultant, the Production House/Videographer will have the following responsibilities:

- Attend an introductory meeting with the NCLW team to get introduced to the project, the main areas of interest and understand the purpose and objectives of the video.
- Create and develop a video concept and idea, then submit it to the NCLW team.
- Prepare different draft scripts for the video incorporating the main ideas, messages, footages, videos and pictures NCLW wishes to convey.
- Provide a detailed work plan and timeline including options for storyboards, actors, cast, filming locations, schedule, dates of delivery and scripts in Arabic and English, to be discussed with NCLW team
- Create subtitles for the final video in both Arabic and English.
- Produce and deliver the final video in all relevant formats for TVs, YouTube, WhatsApp, and social media platforms.
- Ensure the video contains original music that complies with online publication regulations
- Create at least 3 visual samples for social media that reflect the same concept as the video, and ensure the incorporation of NCLW and UN Women comments, following numerous back-and-forth rounds.
- Ensure the branding and visibility of NCLW and UN Women (and donors-if required) in the final products

Deliverables

1. Short video in two versions, one with Arabic subtitle and one with English subtitle
2. 5 visuals to be used on social media

Reporting

Periodical meetings are to be held between the Production House/Videographer, and the Technical Consultant, the Media Officer, the Projects Development Coordinator, and Executive Director at NCLW to keep them updated on workflow and challenges.

NCLW will ensure support as follows:

- Provide the Production House/Videographer with needed information, references, footages, pictures, press releases and videos
- Provide the Production House/Videographer with NCLW and UN Women branding guidelines and high-quality logo
- Provide the Production House/Videographer with a disclaimer to add at the end of the video

Payment Methods

The full amount will be divided and paid:

- 50% upon signature
- 50% upon final delivery

Expected background and experience

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

- 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 to maintain a high level of professionalism.
- Strong theoretical and practical background in film making, Advertising, Graphic Designing and Creativity.
- Track record of successful materials filmed in the region and/or on similar topics would be an asset.
- Previous experience in working on issues related to gender equality or UNSCR 1325.
- Ability to show practical and technical qualifications and experiences in creating advertising and marketing strategies and video ads over the Internet

- Excellent written and spoken communication skills in Arabic and English.

Submission guidelines

Interested Production Houses/Videographer must submit the following documents to demonstrate their qualifications:

- Advertising and Production house's detailed information.
- A copy of the legal and tax Production House's registration.
- Advertising and Production house portfolio highlighting previous work experience.
- Detailed list with technical information on the equipment intended for use, including camera, light, sound, and 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 breakdown of all estimated costs and clear total cost for the final product).

Prospective Advertising and Production houses/ Videographers should apply and submit the above-mentioned documents to the email address info@nclw.gov.lb no later than July 30, 2023, ensuring the subject line is denoted with the heading: NCLW I 1325 I Production House/Videographer

Incomplete submissions can be a ground for disqualification.

Only shortlisted candidates will be contacted.