

## Terms of reference

### *Production House/Videographer – WPP Media Campaign*

#### National Commission for Lebanese Women (NCLW)

Job title	Production House/Videographer - Media campaign on Gender Equality and Women's Political Participation at local level
Organization	National Commission for Lebanese Women (NCLW)
Project title	Support the national women's machinery (NCLW) to bring forth transformative change towards gender equality and women's rights
Purpose	Planning, creating and producing a media campaign
Objective	<ul style="list-style-type: none"> <li>• Motivate women to take part in the decision-making process at the local level.</li> <li>• Increase women's engagement in local politics at a local level</li> <li>• Raise awareness about the role of women and their impact at the local level</li> </ul>
Location	Beirut, Lebanon
Duration	4 weeks (August 2023)
Budget	6.000 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 raise awareness on women's political and local participation aiming to bring tangible transformative change to the current Lebanese

landscape and to support women's agency at the municipal level and enhance women's leadership at the local level.

### **Objective**

NCLW seeks to engage a Production House/Videographer to plan, create and produce a media campaign. The media campaign (one video and visuals) will target women from different regions in Lebanon, to emphasize the importance of their political and active participation in decision-making positions at the local level.

### **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 and understand the purpose of the media campaign and the main areas of interest.
- Develop a comprehensive campaign concept and idea, capturing the key points and objectives and submit it to the NCLW team for review.
- Prepare multiple draft scripts for the video effectively conveying the main ideas and messages
- Provide a detailed work plan including options for storyboards, actors, cast, filming locations, schedule, and scripts in Arabic and English.
- Provide a detailed timeline that covers research, scouting, preparation, filming, delivery of the first draft, delivery of the final product...)
- Plan and create the media campaign including filming, editing and producing the final video (average of 45 secs) in all relevant formats for TVs, YouTube, WhatsApp, and social media platforms.
- Ensure the creation of subtitles in both Arabic and English for the final video.
- Select or create original music for the film in order to ensure legal usage when published online.
- Creating at least 3 visual samples for social media, aligning with the campaign's concept
- Incorporate NCLW and UN Women's comments and feedback through several revision rounds.
- Provide regular updates to NCLW team regarding workflow and challenges faced, attend periodic meetings.
- Ensure the branding and visibility of NCLW and UN Women (and donors-if required) in the final products.

### **Deliverables**

1. Short video (approximately 45 seconds) in two version, 1 with Arabic subtitle and 1 with English subtitle
2. 3 visuals for use 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 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 and/or political participation.
- 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 House/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 House/ Videographer should apply and submit the above-mentioned documents to the email address [info@nclw.gov.lb](mailto:info@nclw.gov.lb) no later than July 30, 2023, ensuring the subject line is denoted with the heading: NCLW I WPP Media Campaign I Production House

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