

## Terms of reference

### *Production House/Videographer - Infographics*

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

Job title	Infographics video production to advocate for a gender quota in the municipality law.
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	Creating an infographics video to advocate for gender equality and women's political participation at the local level
Objectives	<ul style="list-style-type: none"> <li>• Advocate for law amendment and the introduction of a gender quota in the municipal councils</li> <li>• Motivate women to take part in the decision-making process at the local level and increase their participation</li> </ul>
Location	Beirut, Lebanon
Duration	4 weeks (August 2023)
Budget	3.000 USD
Reporting to	Technical Consultant, Project Development Coordinator, and Executive Director at NCLW

#### 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 bring forth transformative change towards gender equality and women's rights by enhancing women's leadership in political spaces in the lead up to the municipal elections. Therefore, NCLW will advocate for Temporary Special Measures to enhance women's access and representation in local decision-making, with a specific focus on amending the municipal law to introduce a gender quota.

## **Objective**

NCLW is seeking to recruit a Production House/Videographer to support in conceptualizing as well as designing infographics to advocate for the municipal law amendment and to emphasize the importance of women's active participation in decision-making at the local level. Those infographics will be disseminated to influence decision makers and urge them to amend the law.

## **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 infographics video.
- Create and develop an infographics video concept and idea, then submit it to the NCLW team.
- Prepare different draft scripts for the video incorporating the main ideas and messages NCLW wishes to convey in concise manner, using a combination of narration, on-screen text and visuals.
- Design visually appealing graphics and animations that effectively illustrate the information presented in the script. This may include creating infographics, charts, diagrams, or animated characters to engage the audience.
- Provide a detailed work plan and timeline including options for 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.
- Ensure the video contains original music that complies with online publication regulations
- Record the voiceover and ensure it matches the tone and style desired in the video
- Incorporate background music, sound effects, or other audio elements
- Edit and deliver the final video in all relevant formats for TVs, YouTube, WhatsApp, and social media platforms.
- Create at least 3 visual samples for social media that reflect the same concept as the video
- 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. 3 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 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 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/ 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 Infographics I Production House/Videographer

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