



TERMS OF REFERENCE

Title: Consultant to produce communication content 2024 – Strive Women project

Location: Hà Nội, Thanh Hóa and Bắc Kạn

Duration: 20 working days, completed by 5th July 2024

Reporting to: Project Manager and Marketing & Communication Manager

About CARE

Founded in 1945, CARE is a leading humanitarian organisation fighting global poverty and providing lifesaving assistance in emergencies. In over 100 countries and territories around the world, CARE places special focus on working alongside poor women and girls because equipped with the proper resources, they have the power to help lift whole families and entire communities out of poverty. To learn more, visit www.care-international.org. CARE in Vietnam is a creative and dynamic organisation working with Vietnamese and international partner organisations since 1989 in over 300 projects. We recognise that the key to achieving equitable development outcomes lies in addressing deeply rooted, structural underlying causes of poverty and injustices contributing to the exclusion and vulnerability of particular groups in society. Our long-term program goal in Vietnam is that poor and marginalised ethnic minority and urban people of all genders, particularly women, equitably benefit from development. To learn more, visit www.care.org.vn

Project information

[Strive Women](#), a four-year program led by [CARE](#) and supported by the [Mastercard Center for Inclusive Growth](#), strengthens the financial health of women-led small businesses in Pakistan, Peru, and Vietnam. Women-led small businesses are critical contributors to economies, communities, and households worldwide. Working with local partners, Strive Women delivers tailored financial products and support services, such as digital skills building. The program addresses the unique gender barriers faced by women-led businesses. The program will directly support over 300,000 entrepreneurs and reach over 6 million entrepreneurs in total through various campaigns.

Rationale and purpose

There is limited data about the decision-making power of women entrepreneurs and how this contributes to improved confidence and business success. Initial desk research shows there isn't a best-fit scenario. Whether sole, joint, or somewhere in between, decision-making power for women, and particularly women entrepreneurs, is cultural and situational. We want to tell these stories. In order to be able to tell these stories to our target audience, a set of relevant content must be produced, and this TOR will give our potential supplier(s) an overview of the inquiries.

Key objective:

To produce video footage and photos to capture the content dedicated to the campaign-themed topic.

Scope of work and key deliverables:

The producers will work with the CARE persons in charge to shoot video and photos following an agreed-upon content plan. The detailed task requirements are below.

Scope of work/Responsibilities:

- Research the theoretical and practical framework of CARE's women's economic empowerment – women's entrepreneurship;
- Consult with CARE staff to understand the implementation plan for related project activities in the field and arrange appropriate production time;
- Develop content scenarios for products according to thematic areas;
- Conduct character interviews and produce visual content (video footage, photos) of activities corresponding to the character's shared content following the agreed script;
- Edit and process video footage, images according to requirements and agreed scripts;
- Hand over to CARE all images, video tapes, and interview materials in the form of electronic files stored on a portable hard drive.

Deliverables:

1. 4 filmed interviews (unedited) with women entrepreneurs
2. 4 filmed interviews (unedited) with entrepreneur's family members
3. 05 vox pops from the street of the public
4. Time-coded transcript of interviews (time-coded ever 5-7 seconds) in English and Vietnamese
5. 5 different pieces of b-roll, each is at least 5 minutes in length of the best shots
6. 100 photos of characters' activities at their business sites, their home and with their family members

Technical requirements:

For video footage:

- **Interviews:** 4K resolution if possible, otherwise 1080p. 24fps
- **B-roll:** 1080p resolution, 60fps if possible (otherwise 24fps)
- Drone shooting for b-roll
- Professional sound recording at a minimum of 96KHz/24-bits (otherwise 48KHz)
- Copy of all film footage, photos to be couriered on a hard drive

Note: Please frame shots with a wide frame for versatility in edit

For photos:

- Photographs should be predominantly horizontal, with a few verticals included.
- Photos are shot with high-quality digital camera
- All images must be at least 4 MP (megapixels) or larger and set at highest quality settings to produce an acceptable file dimension for both printing and digital publication.

Tentative Timeframe:

Deliverables	Duration (Estimated # of days)	Deadline
Discussion with CARE staff about the task's general requirement	0.5	05 June 2024
Develop a detailed shooting content plan following the guided requirement	2	10 June 2024
Do the video and photo shoot in Ha Noi, Bac Kan and Thanh Hoa	10	28 June 2024
Edit the video footage and produce the video transcripts	7	04 July 2024
Deliver the products to CARE office in Ha Noi	0.5	05 Jul 2024
TOTAL	20	

Selection criteria:

The successful candidate must have, and your application should clearly demonstrate that you meet the following criteria:

- Degree or equivalent in video and photo production plus significant relevant experience in a visual content production role.
- Candidates without this qualification with substantial relevant experience in a visual content production role at the appropriate level will also be considered.

Relevant experience to include:

- Extensive demonstrable experience in video production and editing for use within digital channels or digital campaigns, including scripting, planning a shoot, interviewing for film and innovative editing.
- Proven track-record of developing successful and creative multi-channel digital communications products.
- Experience in shaping, planning, and delivering online content for a wide range of audiences across multiple digital platforms.

Application procedure:

Interested candidates should submit the following documents in English, clearly stating the title of the Terms of Reference to Strive Women – Content Production 2024 to email address:

Procurement2@care.org.vn **before 5PM 22nd May 2024.**

- CV: Clearly state the capacity and experience of the consultant/consulting team
- Refer to at least 01 set of visual content including video and photos with the same topic that has been produced before
- General technical proposals for each product type
- Detailed quotation
- Work plan (if different from the plan mentioned above).



CARE is an equal-opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new consultant/supplier understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.