



TERMS OF REFERENCE

Consultant in Multi-Media and Communication Training

Location	Ho Chi Minh City, Vietnam
Organisation	Planète Enfants et Développement (PE&D)
Application Deadline	November 26th, 2024
Type of Contract	Consultant

1. Organisation and Project Background

Planète Enfants et Développement (PE&D), founded in 1984, is a French NGO dedicated to child-centered, family-oriented, and community-focused projects, with special attention to women and girls. Operating in Cambodia, Vietnam, Nepal, and Burkina Faso, PE&D is recognized for its expertise in social work, protection against violence, vocational training, early childhood education, and maternal and infant health. PE&D empowers disadvantaged populations to improve their own living conditions through capacity building and skills transfer to local partners. Active in Vietnam since 1993, PE&D initially focused on education projects with ethnic minorities in the North and has since expanded to address urban poverty issues in the South.

2. Background and Purpose of the Mission

PE&D aims to enhance its team's skills in multimedia communication and documentation to better support its mission. The organization is seeking a consultant to train a group of 12 team members, equipping them with the skills to capture, create, and disseminate high-quality visual content.

3. Specific Objectives of the Training

The consultant will be responsible for delivering training in the following areas:

- **Multimedia Communication:** Teaching photo and simple video capture techniques, as well as basic image editing using the tool Canvas to produce attractive and relevant visual content.
- **Social Media Content Creation:** Providing strategies for creating and distributing content on social media to increase PE&D's visibility and impact.
- **Impact Analysis of Social Media Posts:** Training on tools and key indicators to assess the performance of social media posts.
- **Accessibility and Inclusion in Visual Content:** Introducing methods to design visual content that is inclusive and accessible to a diverse audience.
- **Documentation:** Sharing techniques for effective documentation of field activities, including multimedia data management and visual content presentation.

4. Expected Deliverables

The consultant is expected to provide:

- Interactive and hands-on training for each specified skill.
- Comprehensive training materials for each module, including examples, tutorials, and additional resources.
- Practical Exercises and Field Simulations for real-world practice.
- A detailed mission report, which includes recommendations for ongoing training and participant progress observations.
- Initial and Final Participant Evaluation to gauge learning outcomes before and after the training.
- Coach trainees to produce a short clip/storytelling about learning activities
- Capture good photos about PE&D staff and learning activities during the training, which would be used for promoting staff profile/PE&D images on social media channels.

5. Consultant Profile

The ideal consultant should possess:

- Demonstrated expertise in multimedia production, including photo and video capture, editing, and visual communication.
- Proficiency in Canvas for basic image editing and social media content creation.
- Analytical skills to evaluate the impact of social media content.
- Knowledge of accessibility and inclusion best practices for visual content.
- Strong training and facilitation skills, with an emphasis on interactive, practical learning.

6. Duration of the Mission

The training will take place over 2 to 3 half-day sessions, with practical exercises and field simulations. The exact schedule will be arranged in consultation with PE&D, and the training must be completed by the end of December 2024.

7. Application Procedure

Interested consultants should submit their:

- CV
- Technical and financial proposal, including the proposed training costs
- Examples of relevant previous work or references

8. Submission Deadline

Applications must be submitted by November 26, 2024, to:

- Julia LEVIVIER, Country Director: julia.levivier@planete-eed.org
- Quynh Huong Nguyen, Project Officer: quynh.huong.nguyen@planete-eed.org

Only shortlisted candidates will be contacted for an interview prior to contracting.