



## TERMS OF REFERENCE

### CONSULTANCY FOR ORGANIZATIONAL INTRODUCTION VIDEO PRODUCTION

#### 1. Background Information:

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. Oxfam confederation currently has 21 member organizations working in 79 countries. We share a vision of a just and sustainable world. A world where people and the planet are at the center of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account.

Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and responsible private sector, and that it is fundamental to Vietnam's development. Oxfam in Vietnam contributes to a shift from the current growth-based development model to a Human Economy that cares for People and the Planet.

All our work is led by our core [values](#): Empowerment, Accountability, Inclusiveness, Courage, Solidarity and Equality.

To visually introduce the public and stakeholders to Oxfam's vision, strategy, and activities in Vietnam in a clear, engaging, and inspiring way, we are **seeking a consulting team to produce a short introductory video** about the organization.

#### 2. Purpose of the film

The video will serve as the primary communication product used by Oxfam in Vietnam to introduce the organization in a concise, and engaging manner. It will be featured on the organization's website and social media platforms, as well as presented during workshops, site visits, events, and exchanges, etc.

Target audience: All groups of external audiences, including public and private sector partners, INGOs, local NGOs, other social organizations, donors, the media, and the general public.

#### 3. Storytelling approach

The video will adopt a creative, compelling, and inspiring storytelling approach that fluidly transitions between different perspectives—Oxfam staff, partners, and the communities we work with. It can use CGI or other effects to smoothly illustrate the connection between Oxfam's work, its people, and its real-world impact, effectively showcasing both the tangible outcomes and the broader, intangible transformations brought about by our initiatives.

Reference available [here](#). Candidates can also refer to videos from other Oxfam affiliates for more inspiration, such as [Oxfam America](#).

#### **4. Video requirements**

##### **a. Content:**

- Statement of who Oxfam is and what changes we have made, are making, and aspire to make in communities. Our main themes of work can guide the content but need not be stated explicitly. Learn more about our work [here](#).

##### **b. Mood & tone:**

- Inspiring, uplifting, fulfilling, encouraging viewers to learn more about Oxfam and join our efforts to end inequality and poverty in Vietnam.
- Light-hearted and hopeful background music that reflects a positive vision for the future.
- Consistent with Oxfam's brand identity.

##### **c. Other requirements:**

- The video must be gender-sensitive, culturally relevant, and inclusive, showcasing diversity in terms of gender, ethnicity, and social backgrounds.
- The consultant must obtain written consent from all individuals appearing in the video, ensuring compliance with Oxfam's ethical considerations.

#### **5. Deliverables:**

- 01 film
- Genre: brand storytelling, particularly centering around people and the planet
- Duration: maximum 3 minutes
- Technical specifications:
  - 01 version for cinematic showing (horizontal)
  - 01 version for social media (vertical/square)
- Authentic & creative storytelling, and innovative filming and postproduction techniques
- Vietnamese and English voice-over if it serves the film better
- High quality in audio and visual effects

The consultant team will provide a final film that fully meets the above requirements, and all the original footage. The final film must be in HD quality. Videos must be sent to Oxfam in MP4 format.

All information in the movie needs to incorporate consents, authenticity, sensory, and cultural relevancy factors. Oxfam owns the copyright and has editorial control over the

content, footage, and movies produced. All information provided to the consultant must be kept confidential.

The consultant team must warrant that all materials to be produced shall not infringe upon the intellectual property rights of any third party, including but not limited to copyrights, trademarks, patents, trade secrets, and moral rights.

## **6. Scope of work and Timeline**

The consultant will:

- Research on the Oxfam's brand guidelines, current projects, and strategic priorities, work with Oxfam in Vietnam's Communication team to understand the organization's mission and activities
- Review and assess existing footage to determine its relevance and integration into the final production
- Develop and propose 02 (two) creative directions
- Based on the agreed direction, develop a story plan, shooting plan, and detailed script
- Manage and execute the filming process, ensuring high-quality footage
- Oversee all post-production processes, including editing, color correction, sound design, and visual effects, to ensure the highest production quality.
- Pre-test the film with the relevant target audience and edit based on the feedback
- Provide all necessary filming, postproduction equipment, and financial documents

**Expected delivery date: Week 4, March, 2025**

## **7. Consultant technical requirements**

- Proven track record in documentary filmmaking, especially in capturing impactful portraits of people.
- Ability to convey compelling narratives and emotions. Demonstrated sensitivity and respect in portraying people.
- Proficient in the technical aspects of filmmaking. Expertise in equipment operation, lighting, and post-production editing.
- Proven ability to collaborate effectively with diverse stakeholders.
- Capacity to establish rapport within community contexts and work seamlessly with the people.
- Consultants must follow Oxfam's Safeguarding policy and other policies required.

## **8. How to apply:**

Interested candidates should prepare an application package including:

- CV of each member of the consultant team
- 01 Team portfolio listing relevant past work, with links to reference videos
- 01 mood board proposing the approach for this video

- 01 Proposed budget plan, including consultancy fees, travel expenses, and other costs necessary to complete the work, inclusive of personal income tax.

The Proposal and documents [could be written in English or Vietnamese](#) and should submit by email to [HR.Vietnam@oxfam.org](mailto:HR.Vietnam@oxfam.org) with the subject entitled: “**OXFAM INTRO VIDEO - NAME**”

For more inquiries about the TOR, please write to Nguyen Trinh Lan, Communication Specialist, at [lan.nguyentrinh@oxfam.org](mailto:lan.nguyentrinh@oxfam.org).

**The closing date for application: 26<sup>th</sup> February 2025**

**We regret that only those candidates selected for an interview will be contacted.**

*Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.*