



OXFAM

Terms of Reference

for

Audio-visual production and social media actions consultant

November 2018

Background

Oxfam is an international confederation of 19 organizations working together in over 90 countries and with partners and allies around the world to find lasting solutions to poverty and injustice. We work directly with communities and seek to influence the powerful to ensure that poor people can improve their lives and livelihoods and have a say in decisions that affect them. Our focus areas are development, emergencies, campaigning, advocacy and policy research.

Planning and implementation of Oxfam programme in Tanzania is informed by the Oxfam in Tanzania Country Strategy for 2015 - 2019 which has a vision of an inclusive, equitable and just Tanzanian society, where citizens especially women and young people enjoy their rights and have access to resources necessary to live good lives and as active citizens of the country. Women empowerment is a priority goal that is integrated within the Oxfam country strategy (OCS), which aims to see women, are economically, socially and politically empowered to be transformative leaders and change agents within their households and community.

To achieve this goal; OiTZ is implementing a programme for greater gender equity, women and youth empowerment in five regions of Arusha, Lindi, Manyara, Mtwara, Shinyanga, Geita and Simiyu. The programme is in its second year of implementation and many changes have been realized to the life of our target community.

Furthermore, Women continue to suffer in the face of patriarchal cultural attitudes, behaviour and beliefs affecting their access to and ownership of resources, and access to essential services. These practices continue to negatively affect attitudes and support aimed at eliminating Violence Against Women (VAW).

Oxfam in Tanzania strategy ensures that women and girls are at the centre of its work. It is from this juncture that Oxfam in Tanzania embarked in working with other affiliates in building its work around Unpaid Care and Domestic Work (UCDW) since 2016 although its engagement has been mostly in the invited spaces. Since 2018, Oxfam In Tanzania strengthened its engagement on UCDW focusing mainly on building the network of women's rights organizations which will challenge and influence policy makers to recognize and allocate funds for UCDW.

To influence shifts in policies and practice around UCDW, GBV and access to essential services, Oxfam in Tanzania uses different strategies to reach out to policy makers, communities, WRO and public. This includes use of media for public campaigning and mobilizes support around these issues. Oxfam in Tanzania believes that the use of media as a strategy is based on the theory that repeated and sustained messaging coming from diverse quarters, to keep the audience engaged on the issue will contribute in the change. It is from this juncture that Oxfam in Tanzania is seeking to engage a consultant with the experience on the mass mobilization to film and produce short videos for social media engagement

Strategy

Social media influencers will travel to mentioned locations, meet identified individuals who have stories to share. A social media influencer/blogger will listen carefully to this story; a script will be developed, where he/she will then be filmed telling this story.

General Objectives

To popularize issues related to Violence Against Women, Unpaid Care and Domestic Work and Access to Essential services through short videos and social media engagement during 16 days of Activism against Gender Based Violence (GBV).

The consultant will work with social media influencers and bloggers to produce short video documentaries depicting real challenges and successes that men and women face in their communities, and to raise awareness to the general public through social media platforms.

Specific Objectives

- To produce and popularize short videos on issues related to UCDW, Gender Based Violence, and access to essential services during the 16 days of activism
- To conduct interviews with identified individuals and film short videos to be used in the social media
- Ensure that women's rights are profiled, protected and promoted in all internal & external program and influencing materials

Key Activities

1. Audio Visual Productions

- Work with Oxfam to identify social media influencers and bloggers who will take part in the filming of the short video documentaries
- Work with Oxfam in Tanzania to identify individuals who will tell their stories for filming. The Acting will be done by social media influencers
- Listen to the stories of identified individuals and translate their stories into workable scripts for filming, acting will be done by social media influencers.
- Film and edit 16 short videos of maximum one minute each. The filming will take place in Lindi, Mtwara, and Arusha regions.
- It will highlight best practices, innovation, challenges and proposed solutions faced by citizens and told by social media influencers.
- Produce 16 videos tailored to fit televisions and social media platforms such as YouTube, Twitter, Facebook, WhatsApp and Instagram
- Produce unlimited still photographs including portraits of key actors and action photographs while in the field.

2. Social media campaign

- The consultant will work with Oxfam and partners to coordinate a social media campaign during the 16 days of activism against gender based violence, to popularise the stories.
- Provide a detailed report on social media actions detailing number of people reached, messages, responses and impact. The report should be accompanied by the system-generated report from different social media reached.

Oxfam's Role

- Provide access to story tellers in Lindi, Mtwara and Arusha regions
- Ensure that Oxfam's staff is available to support the filming and editing process
- Make available Oxfam's branding and visibility guidelines including logo
- Ensure that all required permits, individual consents in telling their stories and filming are obtained and in place

Contents for the Films

The short videos are intended to capture issues in the context of Unpaid Care and Domestic Work, Violence Against Women, Agriculture, Land Rights and Access to essential services.

The film will depict the following questions:

1. What are the challenges facing women and men in the area and how it is affecting the interviewee as a person? What needs to be done by individual, community and government?
2. What is the message to target audiences on identified challenges?
3. How does Unpaid Care and Domestic Work affect individuals and what is the message to the target policy maker?

Elements of the film

1. Each video will be of maximum one minute
2. Interviews with social media influencers and bloggers
3. Cutaway shots
4. Opening and closing montage with an Oxfam and partners logo
5. Subtitles (preferably in a separate .srt file)

Use of the Films

The short films produced will be used for influencing purposes on:

1. Create visibility and recognition of UCDW among policy makers which will contribute to the increase of resources and access to essential services
2. Call the policy makers to enact specific GBV Bills.

Sharing Platforms

The films will be shared in the following platforms:

- Broadcast on social media platforms as part of a larger 16 days of activism campaign
- Broadcast on TV

- Use within supporter communications
- Shared with donors and the stakeholder's community
- Shared widely across Oxfam confederation

Guide Story Board (indicative only)

1. **Initial template (5 seconds)**
Powerful part of the story
2. **Establish the problems – case studies (30 seconds)**
 - What does that mean for citizens?
 - What are the hopes / fears for the future given the challenges?
 - How was the situation before interventions?
 - How is the current situation/changes?
 - What has been done to bring this change?
3. **The forward looking 'call to action' – (20 seconds)**
 - What is the interviewees' message?
4. **Final template (5 secs)**
 - Oxfam/partners logo with a key message.

Technical Skills, Experience & Knowledge

Essential

- Demonstrated track record in audio visual productions with INGOs
- Experience in developing communication materials and social media strategies
- Track record in developing assignments of a similar nature
- High level of accuracy and attention to details
- Excellent personal communication skills, written and oral in English and Swahili
- Able to communicate technical information to a non-technical audience, and able to communicate effectively with technical staff
- Positive attitude and proactive and professional approach to work
- Ensure adherence to Oxfam's Gender, Diversity and Equal Opportunities Policies
- Flexibility in terms of travel and working hours

Desirable

- Substantial experience of development in INGOs or other civil society organisations
- Knowledge and understanding of the socio-economic and political terms and trends in Tanzania

Deliverables

- At least 16 video stories in various output formats including for use on social media platforms
- Unlimited photographs including portraits of key actors and action oriented photos. The photos must be submitted in the Hard disk.
- Coordinate a social media campaign during the 16 days of activism against gender based violence with a focus on influence and impact.
- Raw footage of all materials
- Report on social media actions including reach and exposure accompanied by system generated report on the reach, responses and discussion
- Consent forms

Duration and Reporting

- This consultancy will commence on 3rd Dec 2018 and end on 21th Dec 2018. Terms for engagement and termination are detailed in the contract. The consultant will be managed and reporting to the Technology for Development Coordinator.

Fees and expenses

- 60% of the fees will be paid to the consultant upon signing of the contract and 40% will be paid upon satisfactory completion of the task. The fee is subject to the 5% withholding tax.
- The agreed consultancy fee includes an amount respect of general overheads, which would reasonably be expected to occur in the provision of the consultancy services. These include but not limited to telephone calls, stationary, printing and photocopying.

License and Copyright

Oxfam shall hold all copyrights and license(s) of the materials developed.

Application and Interests

Interested applicant please send; Technical proposal, Financial Proposal, Capability statement, CV Sample of similar work to Oxfam Jobs portal by CoB Sunday **2nd December 2018** through Oxfam portal at www.oxfam.org.uk/jobs you are advised to use reference number **INT5094** while searching for the advert