



ANNEX 1 – TERMS OF REFERENCE

National Short Term Expert:
Photography and Videography Services



1. About Options

Options Consultancy Services Limited was established in 1992 and is a wholly owned subsidiary of MSI Reproductive Choices. We are a consultancy organisation providing technical and management expertise in the health and social sectors to governments and international development partners to transform the health of women and children. We provide information, expertise and influence to governments, health workers, NGOs and businesses to catalyse change so that health services can be accessed by the people who need them most.

2. Specific background

Options is seeking a consultant to provide photography and video coverage for the Survivor Leadership Training (SLT) for immediate use on ALM's websites and social media accounts, as well as sharing with consortium partners, the media and the public. The photography and videography consultant will be recruited for **12 days** and will create a comprehensive photo gallery and audiovisual communication material covering the aforementioned workshop. The assignment will include participating in a four-day residential SLT training that will be conducted in a location to be confirmed, outside Nairobi County. Ahead of this assignment, detailed instructions on the expectations of coverage (e.g. the nature of the activities being carried out, the people who will participate in the training and whether or not they are to appear in the coverage) will be provided. The role will require the consultant to collaborate with local therapist and safeguarding consultant, to capture photographs, video and short anecdotes of survivors of FGM/C, with a specific focus on the emotional wellbeing angle, and provision of appropriate safeguarding and psychosocial support.

The photography and videography consultant will produce material with digital features including photo essays, videos and website feature stories. As the focus is on story-telling and documenting the stories of survivors of FGM/C who have experienced psychological trauma, ALM is looking for a creative, insightful photographer / videographer who is aware of the gender sensitivities associated with this work and is able to interact with the survivors in an appropriate manner.

Key Dates:

- First Survivor Leadership Training (**March 15th – Mar 18th , 2022**)

3. Scope of work and Key Activities

The overall goal of this initiative is to strengthen the Africa-led movement's ability to:

- Provide sustainable emotional support and funding for women and girls affected by FGM/C, in order to enhance prevention efforts and support survivors.
- Fill the gap for survivor's leadership in the end FGM/C movement by equipping and empowering survivors to become leaders.
- Ensure self-care and emotional wellbeing tools for survivors working to end FGM/C
- Break down the stigma associated with FGM/C

The program's specific objectives are to:

1. Co-create and Implement a **Survivor Leadership Training (SLT)** support package (incorporating existing training guide and related resources on 'Ending FGM and promoting emotional wellbeing' package of support), for survivors of FGM/C in Africa to adapt and use in their own contexts. The SLT will strengthen individual and institutional capacities of Survivor-led organizations effectively to plan, implement, and scale up social change initiatives to end FGM/C.
2. Increase grassroots survivor-led organizations access to funding through the **Survivor Leadership Fund (SLF)** to catalyze survivor-led social change to end FGM/C.
3. Amplify survivor stories by using digital storytelling (**Survivor Story Series**) to support survivors of FGM/C to tell their stories in a supportive and validating environment and to create a digital resource that can be used as and when needed.
4. Build knowledge, skills and good practice using a survivor-centred approach for those with a role in providing care, support and protection for survivors. (**Survivor Learning Series**)

4. **Person Specification**

- 5-8 years of experience in undertaking photo / video assignments for an organization with demonstrated attractive professional portfolio
- Ability to deliver products according to the specified technical requirements
- Understanding of local context and developments in the project area (understanding local language is a benefit but not essential)
- Well equipped with professional grade photography / videography equipment
- Proven post production experience creating photo and video stories
- Demonstrate an understanding of the communication requirements of a non-profit organization
- Good understanding of new and evolving technologies and digital platforms

5. **Deliverables**

The consultant will deliver photos, videos including interviews and notes on location and interviewees in the required formats within 12 days of the completion of the assignment:

- Minimum 30 best edited Digital Images in high resolution JPEG format delivered with full copyright ownership to Options Consultancy. Resize optimized images, if necessary, for transmission.
- 10 HD quality videos (2-3 minutes) showcasing FGM/C survivor stories, including translation based on ALM's signed off storyboard
- Raw footage of video undertaken in the field
- Interviews with story focal points – translated
- Files should be sent either via wetransfer or dropbox to a contact person that will be identified as soon as the photographer/videographer is operational.

All the deliverables are to be submitted to and approved in writing by Leyla Hussein, l.hussein@options.co.uk and copy Esmael Omar, Esmael.Omar@Amref.org

6. **Timeframe and Deliverables Schedule**

The Consultant is expected to complete the assignment, following the timeframe and deliverable schedule specified in the table below:

Timeline	Level of Effort (days)	Activities	Expected deliverables (#)	Due date

11-31st March	3	Attend training and take pictures.	30 best edited Digital Images in high resolution JPEG format delivered with full copyright ownership to Options Consultancy. Resize optimized images, if necessary, for transmission.	24th March (first draft)
11-31st March	3	Attend training and gather video stories, interview survivors.	10 HD quality videos (2-3 minutes) showcasing FGM/C survivor stories, including translation based on ALM's signed off storyboard	24th March (first draft)
11-31st March	2	Gather footage and compile the raw footage.	Raw footage of video undertaken in the field.	24th March (first draft)
11-31st March	2	Interview survivors at the training and translate interviews into english (swahili to english, where appropriate)	Interviews with story focal points – translated	24th March (first draft)
11-31st March	2	Compile all the edited files and use the appropriate file transfer application to share with the technical leads.	All files to be sent either via wetransfer or dropbox	31st march (final)

The consultancy is only billable for 12 days, which can be spread across the period between March 11th – March 31st, 2022. The consultant can use the additional days within the contract timeframe to complete the deliverables, and the daily rate is to be agreed with the consultant. Any changes or modifications to the level of effort and / or deliverables are to be agreed and signed off by Leyla Hussein, l.hussein@options.co.uk and Esmael Omar, Esmael.Omar@Amref.org

7. Payment Schedule

An invoice should be raised following the submission and approval of the deliverables mentioned in section 5.

Deliverable #	Deliverable	Amount Due
1	30 best edited Digital Images in high resolution JPEG format delivered with full copyright ownership to Options Consultancy. Resize optimized images, if necessary, for transmission.	
2	10 HD quality videos (2-3 minutes) showcasing FGM/C survivor stories, including translation based on ALM's signed off storyboard	
3	Raw footage of video undertaken in the field.	

4	Interviews with story focal points – translated	
5	All files to be sent either via wetransfer or dropbox	
	Total	40000 KES @12 days = KES 480,000 Internal Budget. Initial budget was for 8 days, we have now increased the days to 12 days. Daily rate remains 40,000 KES. The additional budget can be obtained from the Local Therapist Consultancy Budget

All transport and accommodation costs will be managed and paid directly by Options, prior agreement with the Consultant and based on Options travel and security policy / procedures in place.

8. Contract Management and Reporting arrangements

The Consultant will liaise with and report to Leyla Hussein, and work closely with Esmael Omar, and Fatima Hagi.

All contractual and administrative matters will be managed by Emmanuel Alum, E.Alum@options.co.uk