

# TERMS OF REFERENCE



**Title: Video-maker and Photographer**

**Project: Ignite**

**Location: Hanoi**

**Duration: June - July 2022**

**Reporting to: Project Lead**

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**CARE** is an international development and humanitarian aid organisation fighting global poverty and injustice, with a special focus on working with women and girls to bring lasting change to their communities.

**CARE International in Vietnam (CVN)** is a dynamic organisation working with Vietnamese partner organisations for 30 years on 300+ projects. CVN recognises that the key to achieving equitable development outcomes lies in shifting deeply rooted, structural underlying causes of poverty and social and gender injustice which contribute to exclusion and vulnerability of particular groups in society. CVN's long term programme goals are Remote Ethnic Minority Women (Rural program) and Socially Marginalised People (Urban program) equitably benefit from development, are resilient to changing circumstances and have a legitimate voice.

## Project information

The IGNITE Initiative unleashes the power of women entrepreneurs in major urban and periurban centers of Vietnam. It increases their access to finance, technology, information, and entrepreneurial networks through collaboration among financial service providers (FSPs), business accelerators, and NGO partners, etc.

- Objective 1: Women entrepreneurs are connected to FSPs and have full access to financial services, particularly credit (*with the support of implementing partner VPBank and Canal Circle*)
- Objective 2: Women entrepreneurs are supported with knowledge and skills to run effective businesses (*with the support of implementing partner WISE*)
- Objective 3: Entrepreneurial networks supporting women entrepreneurs are strengthened and become more accessible

More information about IGNITE can be found [here](#).

## Rationale and purpose

CVN is looking for a team of:

- A. Professional video-makers with experience in videography, scriptwriting, and video-editing. The video-makers will produce 2-part video clips from interviews with 5 women entrepreneurs and their families (husband and children) to embrace the role models of the families breaking the norms.
- B. Professional photographers with experience in taking portraits and family photos.

These videos and photos are communications materials for a social norm campaign which will be running on [Sáng kiến Thắp lửa – CARE Ignite Facebook page](#). The campaign targets at women entrepreneurs and their families (specifically their husbands) to lift the burden of (unpaid) care work from the mothers and encourage male partners of these entrepreneurs to perform care work, especially taking care of children.

## Key tasks:

- A. Video clips:
  - To finalize the scripts (including a set of interview questions) and key message in agreement with CVN's team.
  - To interview and film 5 guest families of the project's core participants. That includes fathers, mothers, and kids.
  - To produce 3 video clips, 2 main videos with separate sharings of (i) fathers and children and (ii) mothers (women entrepreneurs) and 1 consolidated video.

- To produce English subtitles for all videos.
- B. Photo:
  - To capture high resolution portrait images of 5 families along the interviews.

**Please note that** all products must follow CARE’s guideline and specific details such as the location taken, name of the person (for portraits), activity and any other relevant information.

Both photographers and video-makers are encouraged to promote the content gathering journey on their personal social media accounts with messages and hashtags agreed in advance with CVN team.

**Scope of work and key deliverables:**

- A. Videos
  - Scripts and questions for 5 families
  - 1 video of stories from the fathers and the kids (duration: 1’-1’30”)
  - 1 video of stories from the mothers (duration: 1’-1’30”)
  - 1 consolidated video
  - Transcript of all interviews & its English translation
  - Signed consent forms of all interviewed individuals
- B. Photo
  - A collection of (at least) 10 photos for each family of high resolution and quality (properly exposed, framed, focused, and edits well optimized).

The copyright for all these videos and photographs remains with CVN.

Because the activity involves children under the age of 18, the consultants must strictly follow *CARE International Policy on Protection from Sexual Exploitation and Abuse and Child Protection* and *CVN Communications Handbook*. CVN holds the right to delete and refuse to use any materials that go against the interests of child protection.

**Tentative Timeframe:**

Deliverables	Duration (Estimated # of days)	Deadline
<b>A. Videos</b>		
A package of 3 video clips, including 2 main clips and 1 consolidated clip. Detail as below:		
1. Meeting with CVN and prepare scripts and questions	1	19 Jun
2. Interview and film 5 families	3	26 Jun
3. Perform post-production and finalisation	7	3 Jul
<b>Subtotal</b>	<b>11</b>	
<b>B. Photos</b>		
A collection of (at least) 10 photos for 5 families		
1. Photographing	3	26 Jun
2. Retouch and review the photos with CVN team	1	3 Jul
<b>Subtotal</b>	<b>4</b>	
<b>TOTAL</b>	<b>15</b>	

- Number of days can be adjusted based on discussion with the consultant.
- Number of productions can be adjusted based on discussion with the consultant.
- Any cost related to the production of videos and photos (such as studio rental, lights, set-up, etc.) are included in the consultancy rate.
- If occurred, allowance for interviewees will be paid by CVN.

### Selection criteria

- Proven experience as photographer/video-maker;
- Experience working in Vietnam, preferably in gender equality field and with family including children;
- High level of motivation and taking direction, with ability to work in a team;
- Ownership or possession of a high-resolution state of the art digital camera/equipment is a MUST;
- Having a strong social media profile is a plus;
- Experience working with CARE is a plus.

Please be advised that CARE International in Vietnam reserves the right to screen candidates to ensure a child-safe environment.

### Application procedure

Interested candidates should submit the following documents, clearly stating the title of the Terms of Reference to [Procurement3@care.org.vn](mailto:Procurement3@care.org.vn) before 9am on 16 Jun 2022.

Applications include:

- ✓ Detailed quotation
- ✓ CV of all team leaders and members that plan to take part in this assignment;
- ✓ Creative profile;
- ✓ Sample work (as links or file attachments); and
- ✓ At least 2 contacts for reference purposes.

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 staff understand and are aligned with these expectations. To find out more, please contact the Human Resources Manager."*