



I. General Information

Title of Consultancy: Videographer

Type of Contract: Organization/Individual Contract

Duration of the assignment: 2 Weeks

Supervisor: Programme Manager

Closing Date: 18th May 2021

II. Background

Women Empowerment Link (WEL) is a nonprofit, nonpartisan, non-governmental Women's rights organization that has been working in Kenya for the last twelve years. Our core mandate and objective are to empower women and girls to realize their full potential, worth, and strength politically, socially, and economically, these are pursued through various partnerships with government and non-governmental entities through three thematic areas of:

- I. Transformative leadership, which seeks to increase the number of women in leadership positions (decision making positions), be they appointed, elected, or nominated;
- II. Elimination of Violence against Women & Girls, a focus area that aims to facilitate development, promotion, and enforcement of appropriate mechanisms for prevention, protection, and response to violence against women and girls;
- III. Sustainable Livelihoods for Women, focusing on strengthening the livelihoods base of women, especially their capacity to engage in successful business enterprises;

Under the Transformative Leadership Programme, WEL has been working towards Promoting Women's participation in politics and governance. This has been through capacity building for aspirants, elected and nominated women leaders, movement building at community level and policy advocacy at county and national level.

WEL with support from *Brot Fur Diet Welt* has been implementing a three-year pilot project that is geared towards strengthening inclusive leadership in the three counties of Bomet, Kirinyaga and Kitui through three objectives of:

1. Enhancing the capacities of women to perform within the county assemblies
2. Increasing public support for women leadership and governance amongst community members through community conversations to influence gender sensitive reforms
3. Enhance evidence-informed policy making and knowledge management to influence gender sensitive policy reforms

III. Context

WEL with support from *Brot Fur Die Welt* and SDG's Kenya Forum has been implementing a three year pilot project under the Transformative Leadership and Governance programme for the past 2 years. During this implementation period, WEL has managed to identify and train 30 gender champions who have actively engaged in community conversations to push for the women's agenda, trained the Kitui, Kirinyaga and Bomet Women MCA's to execute their mandate during their tenure

which has enabled them to push for bills and motions that are gender responsive, support in the development of policies and the women empowerment fund bill to bridge the gender gap in the county especially on gender equality and women empowerment and sensitization sessions for grassroots women in Kitui, Kirinyaga and Bomet on gender equality encompassing financial literacy, women leadership, response and prevention of GBV and COVID 19.

Therefore, as per the project outputs, WEL is mandated to document the progress and achievements to date through a documentary and newsletter that will spell out the journey in-order to provide an in-depth and informative resource which further facilitate dialogue, critique and celebration of the project achievements. The documentary will feature county specific case studies focused on gender equality innovations, best practices, and lessons learned to stimulate replication and for scale up.

In addition, a newsletter will be developed based on the documentary findings. The newsletter will seek to share relevant and valuable information on the project achievements and recommendation and give direct access to our beneficiaries, allow sharing of engaging content and contribute to WEL's resources in the website.

IV. Objectives of the Assignment

1. To produce a 15-minute broad cast quality documentary showcasing the impacts made in the Transformative Leadership and Governance that advocates for Government accountability and improved equal access to opportunities for women and girls.

VI. Timeframe

- It is anticipated that the production of videography and newsletter will take approximately 7 days to complete including days of field work in Bomet, Kitui and Kirinyaga. A detailed timeframe will be agreed upon with the appointed consultant.
- The consultant is expected to develop a high resolution documentary, pictures and newsletter. They are expected to be keen on powerful statements made by the beneficiaries and stakeholders that will be used on the newsletters.

VII. Final product/Deliverables

One short video in HD

1. Video shooting and editing;
2. Narration, translation and subtitles in English/Kiswahili where necessary;
3. Script development;
4. Full usage rights for music (or music for which copyright has been granted);

5. One fully-produced clip of approximately 15 minutes in length in 1080p (HD) resolution aimed at sharing with national audiences including government institutions, CSOs, local stakeholders, local communities as well as an international audience.
6. The video must highlight the stories that explain the purpose and impact of the Project, including: County legislatures, Civil society Executives, grassroots women, gender champions, key stakeholders and partners (Caritas, NGEK, SDG's Kenya Forum, CREAM, Kenya Red Cross, Fountain of hope and kapletundo) who have been involved and benefitted from the project implementation.

High resolution photographs:

7. At least 50 high quality and high resolution, edited and captioned pictures delivered on CD.
8. Written impact stories of individuals of local community interviewed during the trip including statements which should be linked to the script of the video and photos

Newsletter

9. A detailed newsletter will be developed based on the documentary findings that aims to share relevant and valuable information on the project achievements and recommendation and give direct access to our beneficiaries, allow sharing of engaging content and contribute to WEL's resources in the website. This **MUST** include powerful statements and high resolution captioned pictures by the interviewees.

Report:

10. A detailed report on all photography and filming locations (GPS points), including names and contact details of all individuals photographed or that will appear on documentary. The report must include at least 5 powerful statements by community members and other stakeholders to be used in reports and fact sheets. At least 50 high quality and high resolution, edited and captioned pictures delivered on CD

VIII: Review/approval time

Remuneration will be calculated based on qualification and experience as well as follow WEL guidelines and procedures.

IX: Qualifications and Competencies

I. Academic Qualifications:

- A Bachelor's Degree in photography, film and video technology or a related field
- Proven knowledge of women issues
- An establishment firm with a track record and experience to undertake the assignment

II. Years of experience:

- At least 2-5 years of proven experience in videography

- Experience in various forms of communication production and marketing
- Demonstrated ability to work with a tight schedule,
- Excellent command of written and spoken English and Kiswahili
- Able to deliver within the stipulated time frame
- Demonstrated ability to build and nurture strong relations with the media.

X. Submission of Application

Interested consultants should provide the following to info@wel.or.ke on or before 18th May 2021
COB:

1. A profile of the lead consultant (trainer) or organization highlighting the relevant experience in doing similar work **OR** the Curriculum Vitae (CV) of the consultant highlighting how they meet the required.
2. Samples of previous work done that are similar to the consultancy (training)
3. The consultant's understanding of the TOR and how they intend to carry out this assignment.
4. Proposed budget indicating the number of days, tasks and costs per main task inclusive of VAT
5. Indication of availability to start and undertake this assignment

XI. Terms of Service

This is a non-staff contract under the Individual Contractor modality of hiring at WEL. The incumbent shall not be considered as staff of WEL and are therefore not entitled to any privileges or any other special status or conditions as WEL staff.