

Terms of Reference (TOR)
**Videographer for Public Engagement Campaign “Sustainable is
Location: South Sudan”**
October – November 2024

Technical Activity: The Canadian Association of Midwives (CAM) wishes to recruit one (1) local/national videographer (i.e. the “Consultant”) based in South Sudan to support the production of four advocacy videos as part of a public engagement campaign for the "Human Resources for Sexual and Reproductive Health (SRH) and Gender-Based Violence (GBV) in South Sudan" project. The videos will feature personal testimonials from selected presenters, and B-roll footage, aiming to advocate for sustained funding for Sexual and Reproductive Health and Rights (SRHR) including maternal health, family planning, and the elimination of GBV. The videographer will work closely with CAM to ensure the videos are accessible, personal, and feel spontaneous. The videographer will focus on obtaining quality sound and image, while providing support to elicit engaging and authentic performances from non-professional performers with little on-camera experience.

Timeframe: October-November 2024

Location: Juba, South Sudan

Remuneration: USD \$2000

A. Introduction: Project Summary

The United Nations Population Fund (UNFPA) South Sudan Country Office is collaborating with the Ministry of Health and other partners to implement the “Human Resources for Sexual and Reproductive Health and Sexual and Gender-Based Violence in South Sudan” (HR4SRH&SGBV) project with funding from Global Affairs Canada (GAC). The Canadian Association of Midwives (CAM) is an Implementing Partner in this project. HR4SRH&SGBV aims to increase the realization of the sexual and reproductive health and rights of women and girls in South Sudan through various innovative approaches, including digital and virtual platforms for essential health providers on SRH, family planning, and gender-based violence; the training of health providers on rights-based family planning using job aids and gender-sensitive training materials; and networking, advocacy and capacity-building

B. Background and Rationale for Assignment

South Sudan gained its independence from Sudan in July 2011, following a 2005 peace agreement that ended one of Africa’s longest-running civil wars. The country is made up of 10 states and over 60 different major ethnic groups, making it one of the most diverse countries on the continent. While it was hoped that independence would usher in a new period of peace to the region and to the world’s newest country, escalating internal tensions led to the 2013 and 2016 crises and contributed to the displacement of 2.2 million people.

South Sudan is one of the most fragile and underdeveloped countries in the world, with extremely high rates of maternal and neonatal mortality. Inadequate skilled attendance at birth and suboptimal quality of care create unsafe birthing conditions and restrict women’s capacity to assert their rights in pregnancy. In conflict-afflicted regions throughout the country, limited health system capacity and numerous barriers to access have exacerbated poor sexual and reproductive health outcomes for women and girls, including unmet need for family planning, child marriage, and gender-based violence.

Midwives, nurses and community health workers play a pivotal role in South Sudan, providing a myriad of sexual and reproductive services including but not limited to prenatal, childbirth, and postnatal care. The promotion of rights-based, context-adapted services by a well-trained and supported health workforce enhances the SRHR enabling environment and contributes to enhanced reproductive, maternal and neonatal outcomes in South Sudan.

Advocacy and the Costed South Sudan Investment Cases

The reference document entitled “South Sudan Investment Cases Towards Ending Unmet Need for Family Planning, Preventable Maternal Deaths, and Gender-Based Violence” (i.e. “South Sudan Investment Cases”) was completed in 2021 by international consultants with support from a National Reference Group (NRG) comprised of representatives from the Ministry of Finance and Planning (MoFP), Ministry of Health (MoH), National Bureau of Statistics (NBS), other ministries and government institutions involved in scaling up sexual reproductive health and rights; members of Parliament; and the United Nations Population Fund (UNFPA), among other partners. It commits to the conduct of the four investment cases aimed at accelerating the achievement of three transformative results: (i) ending unmet need for family planning; (ii) ending preventable maternal deaths; and (iii) ending gender-based violence (GBV) and harmful practices (including female genital mutilation and child marriage).

The country-level investment cases provide a quantitative basis for the Government of South Sudan and partners to consider the scale and scope of investments needed to prioritize proven, high-impact and cost-effective interventions required to accelerate progress towards achievement of the transformative results. The investment cases are also expected to inform partnership efforts with UNFPA and other partners and the mobilization of additional domestic and external financing. In this regard, recognition of the continuously evolving sustainable financing landscape and situating country.

C. Goal

The goal of this assignment is to create four compelling advocacy videos that will raise awareness among the public, donors, and government officials about the need for sustained investment in SRHR and the efforts to end preventable maternal deaths, GBV, and unmet family planning needs in South Sudan.

D. Objectives

- Produce high-quality, engaging video content that aligns with the key messages of CAM’s and UNFPA’s public engagement campaign based on the Costed Investment analysis concerning SRHR and GBV.
- Support the capture of authentic performances from key stakeholders and, where appropriate, beneficiaries, to create relatable and impactful content for target audiences. Provide guidance and direction to help non-professional performers with little on-camera experience deliver engaging and natural performances.
- Support CAM’s advocacy efforts by delivering videos that resonate with viewers, encouraging discussion and action on SRHR and GBV issues.
- **Film four videos** featuring testimonials, key stakeholder presentations, and B-roll footage that enhances the campaign’s narrative.
- Ensure high-quality footage that aligns with the campaign’s objectives and messaging, including both video and audio that are production-ready.
- Collaborate closely with CAM to maintain consistency with the desired tone, messaging, and objectives throughout the production process.

- Provide video files ready for post-production and subtitling, ensuring all footage meets the technical and creative standards needed for final editing.

E. Methodology / Approach

The videographer will support the following steps:

- **Pre-Production:** Collaborate with CAM to understand the key messages, target audiences, and context of the videos. This includes reviewing the campaign's objectives and planning the filming schedule and content for testimonials and B-roll footage.
- **Filming:** Travel to locations identified by CAM to capture personal testimonials, interviews with stakeholders, and presenters. The videographer will guide participants to ensure their stories are conveyed naturally and authentically. Videographer will ensure that all filming is done in a safe environment, with attention to the necessary laws and permissions.
- **Collaboration:** Work closely with CAM's team throughout the project to ensure the content reflects the campaign's goals and meets the desired tone and quality standard

F. Parties Involved

- Communications Lead – CAM Global, Canadian Association of midwives
- UNFPA
- Members of Shabab le Shabab
- Members of Resilience
- Members of Men4Women

G. Proposed Timeline

The proposed activities will be conducted in October 2024, with all the footage delivered by October 31, 2024 (see Deliverables Schedule below).

Dates	Activities	Deliverables
October 21-25	<ul style="list-style-type: none"> • Meeting with CAM to discuss goals, objectives of activity, including scripting and production. • Book and confirm with presenters. 	<ul style="list-style-type: none"> • Reports / summary of interviews • Video files • Invoice
October 28- November 1	<ul style="list-style-type: none"> • Filming A & B Roll • Share with CAM via weTransfer 	

H. Remuneration

The Consultant will be remunerated for their services based on payable amounts for the activity according to the deliverables schedule. Payment is dependent on the satisfactory completion of deliverables as assessed by CAM. Per this contract, the Consultant will execute all activities within the contractual amount outlined below.

As full compensation for the services rendered according to this Agreement, CAM shall pay the Subject Matter Expert a maximum amount of **USD\$2000.00**. This amount should also include all relevant taxes and expenses incurred in the preparation of milestones and deliverables. Deliverables as assessed by CAM. Per this contract, the Consultant will execute all activities within the contractual amount outlined below.

I. Qualifications

- Demonstrated ability to film and produce high-quality video content, especially in the context of public engagement, advocacy, or documentary-style projects.
- Familiarity with the region's social and cultural context, particularly related to SRHR and GBV issues, is highly desirable.
- Ability to guide and direct non-professional participants on camera, helping them feel comfortable and deliver authentic performances.
- Proficiency with camera equipment, audio recording, lighting setups, and post-production processes to ensure the delivery of professional-quality video and audio files.
- Experience working closely with organizations and project teams to align video content with key campaign messages, objectives, and timelines.
- Ability to work under tight deadlines, in challenging environments, and to adjust to the evolving needs of the project.

J. Application Instructions

Follow these instructions:

Submit your application with the elements listed below in one file, ensuring that your name and the title "HR5100_Public-Engagement" are included in the file name:

- CV
- Cover letter
- Proposal, including budget, milestones and timeline, level of effort, and CVs of any supporting team members
- Send your PDF by email with the subject "HR4SRH&SGBV Videographer" to admin@canadianmidwives.org.
- Deadline for applications is **October 14, 2024**.