

## **Terms of Reference PROCUREMENT NOTICE**

**Reference Number:**  
**Title of Consultancy:** Procurement of Individual Contractor: National Video Development and Montage Trainer  
**Project:** UNAMI – Office of Electoral Assistance / Support to Iraq’s Electoral Process  
**Consultancy Level:** B-LCS (Mid band)  
**Duty Station:** Baghdad, Iraq  
**Period of assignment/services:** 22 working days (11-27 September 2022) and (09-24 October 2022)  
Assignment will be decided based on the project needs.  
Actual trainings days are **18-22 September** and **16-20 October** 2022  
**Estimated Starting date:** 11 September 2022

### **1. Background**

Following the 10 October 2021 CoR Elections, and after conducting the joint IHEC-OEA lessons learned (LL) sessions that took place late March 2022 in Sulaymaniyah, Iraq, number of recommendations were adopted. Among them, the need to build the capacity of Public Outreach Department (POD), at HQ and GEOs level. The necessity for IHEC POD to build and strengthen their capacities in quality video creation, editing, montage, video post-production and other video technicalities was among the main areas that were highlighted and approved by IHEC BOC.

In response to this need, OEA-PO and IHEC-POD have agreed to conduct 2 trainings for POD staff, first on HQ level and the second on GEOs level.

### **Expected structure and content of the training**

- Module 1: techniques and technicalities of video production
  - The training is planned for 18 – 22 September for 10 IHEC staffs from HQ on technical aspects of video productions (video editing, graphics, video montage, basics of animation and DI-color grading) using most appropriate software like Adobe premiere.
- Module 2: techniques and technicalities of video production
  - The second training is planned for 16 - 20 October for 20 Governorates Electoral Officers (GEOs) on video productions (video editing, graphics, video montage, basics of animation and DI-color grading) using most appropriate software like Adobe premiere.

Within this context, UNDP is seeking a national individual or a firm/company to conduct two trainings to IHEC Public Outreach Department within IHEC premises, other UNAMI approved venues or in one of the contracted agency’s training locations.

## 2. Objectives

The main objective of these trainings is to enhance POD staff capacities in the development of their video production as well as to increase their abilities in producing professional awareness materials and outlets using different software (in particular Adobe Premiere).

The expected objectives of the assignment are:

- Conduct a quick technical assessment of IHEC POD staff to identify their level of skills and knowledge on video production, video editing and montage.
- In consultation with UNAMI OEA Advisors and IHEC POD design the training programs for IHEC to enhancing the capacities of IHEC employees at HQ and GEOs, on video production (video creation, editing, graphics, video montage etc.)
- Develop a clear agenda, outline, trainers guide and trainee's handouts/support for the trainings
- Conduct two training workshops for IHEC public outreach employees at HQ and GEOs level on video production, within IHEC premises, other UNAMI approved venues or in one of the contracted agency's training locations.

### Video production

- Provide conceptual as well as technical knowledge and skills on various types of video products (basics of motion graphic and 2D-3D animation, interviews, video reports and documentaries);
- Provide technical knowledge and skills to IHEC employees on, among other, innovative and creative products of voter education, awareness, and visual information materials for effective targeting voters and special groups as youth, women, people with disabilities, IDPs and minorities.
- Provide technical knowledge on video editing and various technical aspects of video production including, but not limited to, making video edits seamless and integrated, also to learn transitions, pace, the story, editing techniques, visual elements, creating text titles, video filters, effects and lower third titles, use the many different Premiere Pro panel windows;
- Provide technical skills on the basics of color correction and color grading that in line with IHEC's brand identity;
- Assist POD staff to learn how to select the appropriate music/audio, as well as Audio montage editing, including maximizing the power of sound effects. In addition, to blend sound effects, background music, voice overs, and other audio elements into videos.
- Train on how to use multiple sequences (including import video, audio and graphics,) to export final edited versions for each major online and media platform in all aspect ratios and video thumbnail;
- Make POD staff capable of evaluating video production for different audiences, and its effectiveness.
- Conduct assignment-based practical training to provide immediate feedback on the video products developed by the IHEC employees
- Desirable, but not mandatory: provide POD staff with free access to individual video lessons that can be used later as a reference to enhance their video editing/montage skills; and with additional provision of downloadable and editable Adobe Premiere/After effect project files - including but not limited to video opener, closure, custom looking animated logo and animated subtitle
- Provide training reports to UNAMI OEA Senior Communication & Public Outreach Adviser.

### 3. Deliverables and timelines:

Under the supervision of the UNAMI OEA Senior Communication & Public Outreach Adviser the trainer is expected to achieve the following deliverables:

<b>Deliverable</b>	<b>Description</b>	<b>Tentative # of days</b>
<b>Deliverable 1:</b>	Conduct quick technical assessment of the IHEC POD selected employees to access their technical level with regards to video development and production. In consultation with IHEC POD and UNAMI OEA advisors develop and design the appropriate training modules	Up to 5 working days
<b>Deliverable 2:</b>	Conduct 5-days training for IHEC POD staff at HQ level on technical aspects of video productions by using appropriate software like Adobe premiere	Up to 5 working days
<b>Deliverable 3:</b>	Draft and develop the training report to be delivered to UNDP and UNAMI OEA.	Up to 3 working days
<b>Deliverable 4:</b>	Conduct quick technical assessment of the IHEC GEOs employees to access their technical level with regards to video development and production. In consultation with IHEC POD and UNAMI OEA advisors develop and design the appropriate training modules	Up to 2 working days
<b>Deliverable 5:</b>	Conduct 5 days training for IHEC POD staff at GEO level on technical aspects of video productions by using appropriate software like Adobe premiere	Up to 5 working days
<b>Deliverable 6:</b>	Draft and develop the training report to be delivered to UNDP and UNAMI OEA.	Up to 2 working days

### 4. Institutional Arrangements

a) Office Facility:

- The training will be conducted at IHEC premises or other facilities identified by UNAMI OEA. The selected consultant or firm is expected to regularly visit IHEC to discuss with POD for the preparation of the training.
- The selected consultant or firm will have to use his/her/their own desktop/equipment to provide the presentations/training materials to the trainees as well to provide all the necessary training materials/handouts (in Arabic language) to the participants.

b) Work modality:

- Work implies frequent interaction with the relevant IHEC counterparts (POD) and members of the UNAMI OEA.

### 5. Timeframe and estimated workday duration

- The trainer's service will be required for a period of 25 working days. The Consultant/firm shall be paid for fees for the worked number of days (25 working days), assuming the UN-standard of 8 hours per day, based on work plan/agreed deliverables and satisfactory performance.

- The assignment location is Baghdad and / or any other governorate decided for the training.
- The contract commencement date is aimed to be by 11 September through 24 October 2022.

## 6. Payment Method

Payment shall be provided upon satisfactory completion of the deliverables outlined in section 3 **Deliverables and timelines** and upon submission and acceptance of a report mentioned above.

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| ➤ Upon completion of deliverable 1     | - approximately 20% |
| ➤ Upon completion of deliverable 2 & 3 | - approximately 30% |
| ➤ Upon completion of deliverable 4     | - approximately 20% |
| ➤ Upon completion of deliverable 5 & 6 | - approximately 30% |

Payment request submitted by the trainer must be certified by the supervisor(s) specified below and, accompanying by payment invoice.

Payments are to be made within 30 days from receipt of the invoice.

## 7. Reporting

The incumbent will report to the UNAMI OEA Senior Communication & Public Outreach Adviser.

## 8. Key Performance Indicators During implementation of Services

Overall, the consultant/firm performance will be evaluated based on the following key criteria:

- **Planning and Organizing skills:** Identifies priority activities and assignments; allocates appropriate amount of time and resources for training; Foresees risks and allows for contingencies when planning; Monitors and adjusts plans and actions as necessary; Uses time efficiently.
- **Communication skill:** Speaks and writes clearly and effectively; Listens to others, correctly interprets messages from others and responds appropriately; Asks questions to clarify and exhibits interest in having two-way communication; Tailors language, tone, style & format to match the audience; Demonstrates openness in sharing information & keeping people informed.
- **Participants' Orientation skill:** Considers all those to whom services are provided to be "participants" and seeks to see things from participants' point of view; Establishes and maintains productive relationship with all participants; Meets timeline for delivery of the training.
- **Quality of deliveries:** Professional skill required for delivering outputs will be assessed.
- **Satisfactory and timely completion of tasks and submission of the deliverables within the provision of above explained deliverables and outputs.**

## 9. Competencies:

- **Professionalism:** Demonstrates professional competence and mastery of subject matter, notably in-depth understanding of and ability to evaluate electoral processes,

knowledge of all aspects of electoral processes and their technical and political implications; provides leadership and takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work; demonstrates knowledge of strategies and commitment to the goal of gender balance in staffing; shows pride in work and in achievements; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations.

- **Communication:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify and exhibits interest in having two-way communication; tailors' language, tone, style and format to match the audience; demonstrates openness in sharing information and keeping people informed.
- **Planning and Organizing:** Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently.
- **Team Work:** Works collaboratively with colleagues to achieve organizational goals; Solicits input by genuinely valuing others' ideas and expertise; Is willing to learn from others; Places team agenda before personal agenda; Supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; Shares credit for team accomplishments and accept joint responsibility for team shortcomings.
- **Client Orientation:** Considers all those to whom services are provided to be "clients" and seeks to see things from clients' point of view; establishes and maintains productive partnerships with clients by gaining their trust and respect; identifies clients' needs and matches them to appropriate solutions; monitors on-going developments inside and outside the clients' environment to keep informed and anticipate problems; keeps clients informed of progress or setbacks in projects; meets timeline for delivery of products or services to client.

## 10. Education and experience

**Education:** Master's or bachelor's degree in media, arts, communication, or related field. Professional certificate from a film school is an asset.

For firm:

A firm with at least three employees with the above-mentioned degree

### **Experience:**

- A minimum of five years of working experience in video montage, editing, and production.
- Deep knowledge of filming and editing, as well as detailed experience utilizing both in the creation of video products.

- Proven track record of developing training modules and conducting similar training in video production
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- Excellent computer skills, including film editing software (Adobe Premiere Pro) or any other professional software.
- Demonstrated ability to work as a team member in a changing, and often, highly pressured, and busy work environment.
- Superior client-service skills, composure and cultural sensitivity when interacting with counterparts of various backgrounds.
- Excellent oral and written communication and interpersonal skills. Ability to interpret and convey complex information to trainees.

**Language skills:** Fluency in Arabic (both oral and written) is required. Knowledge of English is desirable.

The post requires considerable cultural and political sensitivity and an ability to meet deadlines.

## 11. Travel Plan

- The trainer is contracted as per the above detailed deliverables and is expected to work in Baghdad. However, the second training may happen in location other than Baghdad, therefore, should any travel to a different destination be needed, the travel will be agreed upon and be managed by the contracting entity.

## 12. Evaluation

The award of the contract shall be made to the individual trainer whose offer has been evaluated and determined as:

- Only those applications which are responsive and compliant will be evaluated.
- Offers will be evaluated according to the following scoring
- The top applicant with the Highest Combined Scores and that have accepted the Terms and Conditions will be awarded agreements.

<b>EVALUATION CRITERIA</b>		
<b>Technical evaluation (100 points).</b>		<b>100 POINTS</b>
<b>Academic Evaluation 20</b> <b>General Experience 30</b> <b>Specific Experience 40</b>		<b>MAX 100 POINTS</b>
<b>Academic Requirement</b>	Master's or bachelor's degree in fine art, media communications, journalism, or any other related field. Professional certificate from a film school is an asset.	<b><u>20 Points</u></b>

<b>General Experience</b>	A minimum of five years progressively responsible in the areas of video productions. Experience in conducting training programs in video production	<b><u>30 Points</u></b>
<b>Specific Experience</b>	Deep knowledge of filming and editing, as well as detailed experience utilizing both in the creation of video products. Excellent computer skills, including film editing software (Adobe Premiere Pro) or any other professional software.	<b><u>50 Points</u></b>