

SCOPE OF WORK

Title:	Digital Content training
Total number of consultants	1 (One) Whether a company or an individual
Country Program	Iraq Country Program
Proposed Dates	Start date: 10 July, End no later than: 25 August 2025
Language of training	Kurdish
Duration	TBD

BACKGROUND: Founded in 1933, the International Rescue Committee (www.rescue.org) is a world leader in relief, rehabilitation, protection, post-conflict development, resettlement services and advocacy for those uprooted or affected by violent conflict and oppression. The IRC has long-term programs supporting conflict-affected persons in Iraq.

- IRC is seeking to contract with Institute/s or company/s for the training and courses mentioned below.
- The Course and training will be offered to the DCVAW staff members.
- The Institute, company or individual needs to provide IRC with the details of course or training (language only Kurdish is acceptable, period, time of the trainings - Online or face to face and costs detail)

Scope of Services Required

1. Training in Content Writing and Formulation

This training aims to equip participants with the skills to craft compelling, clear, and impactful written content tailored for various digital platforms. Participants will learn techniques for structuring messages, adapting tone and language for different audiences, and aligning content with organizational branding and advocacy goals. The training will include practical exercises in writing social media posts, website content, campaign messages, and scripts for video narration.

2. Training on Photography Using Modern Cameras and Equipment

This training provides hands-on instruction in professional photography, including the technical and creative aspects of using modern DSLR and mirrorless cameras. Topics will cover camera settings, lighting, composition, subject framing, and storytelling through images. Participants will also learn basic photo editing techniques and how to use photography to support organizational messaging and documentation needs.

3. Training on Video Editing Using Adobe Software and Mobile Applications

Participants will gain practical skills in video editing using professional tools such as Adobe Premiere Pro and After Effects, as well as user-friendly mobile applications like CapCut or InShot. The training will cover the full video production cycle—from importing footage and applying transitions to adding music, subtitles, branding elements, and exporting videos in formats suitable for various platforms. Emphasis will be placed on producing short, engaging videos for awareness campaigns and service promotion.

4. Training on Professional Design Using Adobe Photoshop and Adobe Illustrator

This course focuses on building participants' capacity to create visually appealing digital content using industry-standard design software. Participants will learn the fundamentals of graphic design, including color theory, typography, branding, and layout. The training will guide them through creating social media visuals, infographics, posters, brochures, and other promotional materials that align with institutional identity and campaign goals.

5. Training on Professional Promotion Techniques to Effectively Reach the Target Audience

This training focuses on strategic communication and promotional techniques to maximize reach and impact. Participants will learn how to identify and understand their target audience, craft key messages, and select appropriate channels and timing for distribution. The training will also include modules on boosting engagement, managing social media analytics, and applying paid promotion strategies for platforms such as Facebook, Instagram, and Google Ads.

Period of Performance

TBD

Place of Performance

The vendor can either perform the training needed in Erbil.

Work Requirements

1. Training Preparation and Customization

- Conduct a needs assessment (if needed) to tailor the training content to the knowledge level and roles of the participants.
- Develop customized training materials and session plans (in Kurdish) aligned with the objectives of each training topic.

2. Training Delivery

- Provide qualified and experienced trainers for each technical area (writing, photography, video editing, design, promotion).
- Deliver **interactive, practical, and hands-on training** sessions, using real-life examples and exercises.

3. Training Duration and Modality

- Duration of the training – TBD.
- Provide training **in-person**.
- Ensure a minimum of **6 hours per day**, including practical exercises and feedback sessions.

4. Training Materials and Equipment

- Provide printed and digital versions of all training materials, presentations, templates, and guides.
- Ensure legal access to all software used in the training (e.g., Adobe Creative Cloud), or clearly state if alternatives will be used.
- Provide certificates of completion to participants, co-branded with the requested organization's logo (if applicable).

5. Documentation and Reporting

- Submit a training agenda and methodology for review and approval at least two weeks prior to the start date.
- Maintain daily attendance sheets signed by participants.
- Submit a **comprehensive final training report** within 10 working days of training completion, including:
 - Summary of sessions conducted
 - Pre- and post-assessment results
 - Key learning outcomes and participant feedback
 - Challenges encountered and recommendations for follow-up

6. Monitoring and Evaluation

- Conduct pre- and post-tests or assessments to measure knowledge/skills gained.
- Collect participant evaluations and feedback forms for each session.

Acceptance Criteria

1. Training Relevance and Quality

- Training content is tailored to the identified needs of participants and approved by the requesting organization prior to delivery.
- Trainings are delivered using participatory, engaging, and hands-on methods that facilitate practical learning.
- Training sessions are aligned with the agreed agenda and cover all key learning objectives stated in the scope of work.

2. Qualified Trainers

- Trainers demonstrate subject matter expertise and effective facilitation skills.

3. Participant Satisfaction

- At least **80% of participants** express satisfaction with the training content, methodology, trainer performance, and overall experience through post-training evaluations.
- Participants demonstrate an increase in knowledge and/or skills as evidenced by pre- and post-assessment results.

4. Training Materials and Outputs

- All training materials (presentations, handouts, guides, templates) are submitted in soft and hard copy in Kurdish and English.
- Materials are high quality, professionally presented, and aligned with the training goals.
- Visual and media materials (photos/videos/designs created during training) are shared with proper formatting and naming conventions.

Other Requirements and deliverables

- Training providers should be certified instructors and have a ToT in the field of training.
- The institution preferably has clear guidelines, a handbook of policies and procedures that organize their work.

Evaluation Criteria for Supplier Selection

The project team has established four key evaluation criteria to determine the winning supplier, based on the highest total score achieved. Suppliers will be assessed on the following components:

Financial Proposal (35%)

Suppliers will be evaluated based on their pricing, with the lowest price serving as the benchmark for scoring.

Past Experience (20%)

Suppliers are required to submit evidence of relevant experience, such as contracts or purchase orders, particularly with INGOs/NGOs for similar services or training. This documentation will be used to assess their background and reliability.

Technical Proposal (35%)

Suppliers must submit a technical proposal (maximum five pages) outlining their approach to delivering high-quality services. This should include best practices and methodologies, proposed training schedule/timetable, Detailed training topics and modules, Language of delivery (must be Kurdish), and Relevant certifications and trainer(s) CVs.

Payment Terms and Method (10%)

Full points will be awarded to suppliers who accept payment via cheque or bank transfer, with a payment term of 30 days.

Require documents to be submitted:

For companies:

- 1- Business registration and latest tax clearance.
- 2- Technical proposal (not more than Five pages) including technical and best practice ideas for delivering the work to the highest standard, the proposed timetable/ schedule for training, details on training topics and modules, language (must be Kurdish), related certificate and resume for trainer /s.
- 3- To provide documents (such as contracts or purchase orders) demonstrating previous experience with INGOs/NGOs in delivering similar services/trainings.
- 4- Submit a detailed financial proposal, including a breakdown of costs for each topic, venue, meals, and refreshments.
- 5- Clearly specify your payment terms(the Purchaser payment terms are to pay within 30 calendar days of acceptance of services) and preferred method of payment (check, bank transfer or cash).

For individuals:

- 1- Technical proposal (not more than Five pages) including technical and best practice ideas for delivering the work to the highest standard, the proposed timetable/ schedule for training, details on training topics and modules, language (must be Kurdish), related certificate and resume for trainer /s.
- 2- To provide documents (such as contracts or purchase orders) demonstrating previous experience with INGOs/NGOs in delivering similar services/trainings.
- 3- Submit a detailed financial proposal, including a breakdown of costs for each topic, venue, meals, and refreshments.
- 4- Clearly specify your payment terms(the Purchaser payment terms are to pay within 30 calendar days of acceptance of services) and preferred method of payment (check, bank transfer or cash).