

Terms of Reference

Production of First Aid Video Spots for MRC

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with branches and units spanned all over Maldives. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

Maldivian Red Crescent plans to develop communications materials about healthy ageing, particularly on first aid for the elderly. We are looking for a consultant/firm to be tasked with the following

Objective

1. Design and develop video spots for public outreach purposes related to First Aid for the elderly.

Deliverables

In order to develop the materials, the consultant is expected to take up the following tasks:

- a) In consultation with MRC, identify the messaging based on previous work done related to elderly First Aid both within MRC and other Red Cross Red Crescent National Societies.
- b) Based on the consultations, identify design elements, and storyboards for 5 video spots of 1 minute each (maximum).
- c) Facilitate all necessary locations, props, and actors that will be needed for the videos.
- d) Develop the 5 video spots.
- e) Allow for editing after comments and making the necessary changes after comments are considered.
- f) All raw files to be made accessible to MRC, optimised for social media.

Copyright of concept and all original art work/design shall become the property of MRC upon delivery of the product to be used as seen fit by MRC

Duration

30 days over a period of 1.5 months from date of signing the contract.

Reporting line

The consultant will report to the Manager – Programmes and Services in close coordination with the Health and Inclusion Programme Officer.

Minimum Qualification

- At least a diploma in Graphics Designing, Mass Communications or related area
- At least 3 years of experience working in similar projects

Evaluation of quotations

- Individual consultants will be evaluated based on value for money and most technically compliant offer.

Application

- Application must include a CV (if an individual)/ profile (if a company), timeline, and financial quotation. Financial quotation must take be inclusive of all taxes, cast costs, location hires etc that is required for the video production.
- Samples of past work and recommendation letters are required (electronic/print acceptable).

Fees and payments

Prices quoted for the work will be a lump sum to be paid upon completion of deliverables.

Code of Conduct

During the term of consultancy, MRC Code of Conduct has to be signed and thoroughly followed by the consultant.

Application submission, with all required documents, to be made by 15 September 2019, Sunday, to info@redcrescent.org.mv

For all those interested, an information session will be held at MRC HQ on the 12th September 2019 at 15:00.