

## Consultancy Service – Photography and Videography

<b>Type of Contract:</b>	Local Consultancy
<b>Duration:</b>	3 Months

### 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, and to 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. To date it has established 10 Branches and 20 Units spanning 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.

The MRC has been actively responding to the COVID19 pandemic at national and local levels, catering to the various humanitarian needs of people. One of the most crucial initiatives of the response is the timely dissemination of verified and reliable information that the public can refer to, to help prevent the spread of the disease. As such, the MRC worked with relevant stakeholders to gather, compile, and communicate the relevant information through efforts in Risk Communications and Community Engagement (RCCE). Through this work, material is also translated and made accessible to the many migrants who live in Maldives. Beyond digital engagement, RCCE also ensures a wider access to lifesaving information to people, making Information, Education, and Communication (IEC) materials user-friendly across a diverse audience and reliable. All such communications and advocacy work require documentation of the work being done through videos and photos, and their archiving and maintenance.

In order to reach as many people as possible, across many channels and mediums, the National Society communicates critical information in a variety of ways, ranging from digital media, media appearances, publishing written articles and op-ed pieces, and social mobilization (among others). To facilitate this work, communications materials must be geared towards the target audiences, be inclusive, optimized for the platforms in use, and must be user-friendly, and effective photos and videos play a critical role to enhance visibility so that more people can be reached.

### Objective

The photographer/videographer is expected to work as a retainer firm/individual, with the National Society, in the production of videos and documentation of the MRC's COVID19 response work. The objective of the consultant is to support the ongoing work by being present in the field, to take the necessary photos and videos of MRC's volunteers, members, and staff, and engagement with affected people, and engagement with stakeholders.

The mode of work can be flexible to schedule daily working hours and set deliverables for set times.

## Key tasks and deliverables

The Consultant will provide the following technical services, which shall include:

Tasks	Deliverables
<b>Production of videos and documentation of MRC COVID19 response work</b>	<ul style="list-style-type: none"> <li>- Document (Photo/Video) COVID19 response work, in collaboration with MRC Communications Team.</li> <li>- Develop 8 videos [1-2 Minute duration] on MRC COVID19 response in discussion with MRC Communications Team. This would include documentation of volunteer/beneficiary testimonies.</li> <li>- Optimize photos and videos for various social media platforms use. Videos must include subtitles and voiceovers.</li> </ul>
<b>Production of videos for MRC programmatic areas</b>	<ul style="list-style-type: none"> <li>- Document (Photo/Video) general programmatic work in coordination with MRC Communications Team.</li> <li>- Develop 4 video [1-2 Minute duration] focusing on programmatic areas of MRC. Themes and concept to be discussed with MRC Communication team.</li> <li>- Optimize photos and videos for various social media platforms use. Videos must include subtitles and voiceovers.</li> </ul>
<b>Production of videos for Red Cross Red Crescent Day 2022</b>	<ul style="list-style-type: none"> <li>- Develop 1–2-minute video focusing on Red Cross Red Crescent Day 2022. Themes and concept to be discussed with MRC Communication team.</li> </ul>
<b>Editing of photos and videos</b>	<ul style="list-style-type: none"> <li>- Photos and video soundbites are to be edited in a way that it can be utilized for internal and external communications.</li> <li>- Editing of already existing videos in order to update the content and quality. Videos must include voiceovers and subtitles.</li> </ul>
<b>Maintain archive of produced material</b>	<ul style="list-style-type: none"> <li>- Regular updating and maintenance of the archive of material that is developed and produced.</li> </ul>
<b>General support</b>	<ul style="list-style-type: none"> <li>- General photography and videography support towards MRC's communications and advocacy work.</li> </ul>

## Reporting Line

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The consultant will report to the Communications and Advocacy Officer and will work closely with other relevant technical staff.

## Academic Qualification

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Diploma/University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual).

## Experience

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- At least 3 years of experience working in similar projects
- Experience developing compelling content to generate response from audiences online
- Previous work with MRC or NGO experience in a similar role is highly desirable
- Fluency in English and Dhivehi

## Consultancy Service Fee

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A Consultancy Service Fee of MVR 32,000/- per month

## Code of Conduct

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

## Application

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1. Cover Letter
2. Application must include a CV (if an individual)/ profile (if a company)
3. At-least three samples of past work / portfolios
4. Recommendation letters

Applications, with all required documents and all inquiries regarding this must be emailed with Consultancy title in subject to: [info@redcrescent.org.mv](mailto:info@redcrescent.org.mv).

**Deadline: The deadline for application is 02:00 PM on 21<sup>st</sup> February 2022. Only short-listed candidates will be contacted for interviews.**