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Animated Video Production – MRC’s 15th Anniversary

Type of Contract	Individual/Firm
Type of Consultancy	National
Contract Period	06 weeks
Estimated Starting Date	11 June 2024

Background

The Maldivian Red Crescent is an independent, voluntary, humanitarian organization, established based on 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 units spanned all over Maldives. It recruits members and volunteers, implements programs 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.

MRC is seeking the services of a consultant to develop an animated video showcasing the formation of the national society, mandate and history to highlight the role of the organization and to enhance visibility of the organization’s mandate.

Objective

The objective of this consultancy is to develop an animated video which can be featured across social media and other online platforms identified by MRC to be featured across social media and other online platforms, portraying the story and history of the organisation as provided.

Specific requirements to be followed throughout the consultancy:

- Develop a 1 – 2-minute animated video story covering the formation, history, and mandate of Maldivian Red Crescent. MRC will provide a draft narrative script to be reviewed and finalized by a consultant including the development of storyboards.
- The consultant will be responsible for the overall production including recording, animation, narration/voiceover, rendering, and editing in coordination with MRC. The consultant is expected to provide shortened edited clips for other social media/online platform usage of MRC. The video produced must adhere to professional standards in terms of resolution, clarity, and composition.
- Subtitles either in Dhivehi or English, based on chosen narration must be embedded in the finalized animation video products for accessibility and wider audience reach.
- The consultant will be required to produce the final animation video in multiple formats so that the video can be utilized across various platforms, such as YouTube, social media (posts and reels), and TV.

Deliverables of the Project

The following deliverables are expected:

- 1- Development of a conceptual design theme for the animation based on initial narrative script provided by MRC. The consultant will also be required to share a workplan, further detailing the expected deliverables [Within 7 days of signing contract]

- 2- Review and provide inputs on the narrative script provided by MRC and develop storyboards [Within 12 days of signing contract]
- 3- Provide the animated video (1-2 min) as per the agreed design theme, illustration style for review by MRC [Within 32 days of signing contract]
- 4- Provide final animated video (1-2 min) incorporating comments by MRC’s team [Within 42 days of signing contract]

Reporting Line

The consultant will report to and work in coordination with Programme Officer – Communications and Advocacy.

Experience

- At least 2 years of experience working on similar projects.
- Relevant experience in the field and quality of previous projects.
- Previous work with MRC or NGO experience in a similar role is highly desirable.
- Fluency in English and Dhivehi.
- Experience developing compelling content to generate response from audiences online.
- Feasibility and quality of technical proposal.

Deadline for Completion and Payment

Consultant to receive MVR 15,000 – MVR 25,000 for the work. The consultant will be paid based on the completion of the deliverables specified above according to the payment schedule agreed.

Code of conduct

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

Application

Applications must contain:

- Letter of Interest
- Curriculum Vitae (if individual) / Profile (if company), including CV of experts proposed.
- At least 3 samples of past work/ portfolio & recommendation letters. (The consultant should provide links to previous work)
- Financial Proposal (Financial proposal must be linked to the deliverables specified above.)
- National ID / Company Registration (as applicable)

Application submission, with all required documents, to be made by 9th June 2024, Sunday, 14:00 hrs to vacancies@redcrescent.org.mv