

MRC-AD/MIS/2024/212

Videography and Photography for Maldivian Red Crescent's 15th Anniversary - Extension

Type of Contract	Individual/Firm
Type of Consultancy	National
Contract Period	5 weeks
Estimated Starting Date	14 July 2024

Background

The Maldivian Red Crescent 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 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.

On 16th August 2024, MRC celebrates its 15th Anniversary, marking the date in which the first ever MRC General Assembly was conducted in 2009 following the ratification of the MRC Act [07/2009]. MRC Day is an opportunity to highlight the work of the National Society, its mandate, history and the valuable contributions of the volunteers, members, and staff to the community. Thus, MRC is looking for a consultant to produce, edit, and compile a series of videos which focus on showcasing the history of MRC and portray the human-centred stories of the staff, members and volunteers who have worked within the organisation, as well as the community MRC assists.

Objective

The objective of this consultancy is to produce, edit, and compile a series of videos to be featured across social media and other online platforms on the occasion of MRC's 15th Anniversary.

Specific requirements to be followed throughout the consultancy:

- The consultant will be responsible for the overall production including recording, formatting, rendering, and editing of the videos 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, in English and Dhivehi, will be embedded in all video products for accessibility and wider audience reach. The knowledge products developed may also include sign language.
- The consultant will be required to produce the final video products in multiple formats so that the video can be utilized across various platforms, such as YouTube, social media (posts and reels), and TV.

Expected deliverables

The following deliverables are expected:

1. Identification of thematic areas for the videos based on MRC's requirements, and development of a workplan and further detailing the expected deliverables (to be mutually agreed by both parties)
2. **2 videos documentaries** showcasing the history of MRC through interviews, with current and previous staff, volunteers, members, and partners, **consisting of 08 – 14 interview clips** (Each video to be 3 – 4 minutes).

3. **1 music video** produced of MRC's song "Aalamee Salaam" with updated compilation of existing multimedia and identified themes (3 – 4 minutes).
4. **1 video (30 – 40 seconds) produced in alignment with the MRC 15th year anniversary themes and branding**, featuring volunteers, and following a theme.

All videos to be completed by 16th August 2024 (Friday).

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 20,000 – 30,000 MVR 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.
- 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 11th July 2024, Thursday, 14:00 hrs to vacancies@redcrescent.org.mv