

MRC-AD/MIS/2026/008

Consultant for the development of videos on Heart Health and Wellbeing

Type of Contract	Individual / Firm
Type of consultancy	National
Duration	4 months
Renumeration	MVR 25,000
<u>Estimated Starting Date</u>	<u>25th January 2026</u>

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization established through the Maldivian Red Crescent Law (Law 7/2009). MRC's primary objective is to provide humanitarian aid and 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.

MRC, in partnership with the Tiny Hearts of Maldives (THM) aims to carry out a project to implement a targeted campaign that promotes heart health, First Aid and overall wellbeing across communities in the Maldives. The initiative seeks to strengthen public awareness on heart health and Non-Communicable Disease (NCD) prevention while enhancing community first aid knowledge and related capacity-building efforts.

Scope of Assignment

MRC is seeking the services of a consultant (individual or firm) to develop 03 videos as part of our campaign with THM to build community capacity and improve awareness on heart health and non-communicable diseases, as well as first aid literacy and capacity, particularly in relation to cardiac emergencies.

The consultant will be expected to:

- 1- Collaborate with MRC and THM team to determine the expected content and expectations regarding the visual presentation.
- 2- Develop visually compelling videos, including conceptualization, storyboard development, editing, ensuring professional standards regarding resolution (1920x1080p and above) clarity, and composition.
- 3- Shortened edited clips for social media/online platforms usage by MRC and THM are expected, in multiple formats for versatility across platforms.
- 4- Ensure consistency in design aesthetics, and formatting throughout the development process in alignment with MRC's and THM's Brand Guideline.
- 5- Incorporate subtitles in multiple languages (English/Dhivehi), sound effects and background music.

Deliverables

The consultant hired is expected to deliver the following:

#	Deliverables	Expected Fees and Payment
1	<p>Development of 02 videos [1 – 3 minutes each] depicting the experience of those affected by cardiovascular diseases with a human-centered storytelling approach, including:</p> <ul style="list-style-type: none"> • Development of concepts and storyboards, working with MRC, THM and video participants identified. • Review and editing of the video, incorporating feedback from MRC and THM. 	<ul style="list-style-type: none"> • 50% of payment is to be paid with the handover of final drafts and working files of Deliverable 1.

	<ul style="list-style-type: none"> • Incorporation of subtitles (in English and Dhivehi), title cards, outro cards, and logos as required. 	
2	<p>Development of 01 video [1-3-minutes] focusing on the importance of First Aid awareness and CPR in cardiovascular emergencies.</p> <ul style="list-style-type: none"> • Development of concepts and storyboards, working with MRC, THM and the health professional identified. • Review and editing of the video, incorporating feedback from MRC and THM. • Incorporation of subtitles (in English and Dhivehi), title cards, outro cards, and logos as required. 	<ul style="list-style-type: none"> • Remaining 50% of payment is to be paid with the handover of all final drafts and working files for Deliverable 2.

Reporting Line

The consultant will report to assigned Programme Coordinators from the MRC Programme and Services Department.

Qualifications & Experience

The national consultant is expected to possess the following qualifications and expertise.

- 1- Minimum 2 years' experience undertaking similar work (Reference letters for the work carried out must be provided)
- 2- Ability to develop high quality work under minimum supervision (Links to previous work carried out to determine quality)

- 3- Proven ability to deliver high quality results under tight deadlines.
- 4- Previous work with MRC or NGO experience in a similar role is highly desirable.

Fees & Payments

The consultant will be paid based on the completion of the deliverables specified above in the given schedule of payments.

Evaluation Criteria

The consultant will be hired based on the following criteria:

Details	
Quality of work (portfolio)	40%
Professional Experience in related fields	60%
Total	100

Code of Conduct

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

Submission Requirements

All interested should email their expression of interest to vacancies@redcrescent.org.mv before **2PM on 19th January 2026**, along with the following documentation:

- Copy of National ID card / Business Registration
- Letter of Expression of Interest (EOI)
- Detailed Curriculum Vitae / Company Profile [including CV of Team Members] and letters of work experience (experience will be evaluated based on the documents submitted)
- Portfolio/examples of similar assignments that you have undertaken (to assess the quality of work)