Terms of Reference

Development of advocacy video

Transparency Maldives (TM), supported by the International Foundation for Electoral System (IFES), is seeking individuals/parties based in the Maldives to develop an advocacy video.

Minimum period of commitment: 25 days
Application deadline: 12 September 2015
Location: Male’, Maldives

I. Organizational Background

Transparency Maldives is a non-partisan organization that endeavors to be a constructive force in society by promoting collaboration and discussion on corruption, transparency and accountability. Our organization seeks to engage with stakeholders from all sectors (government, business, politics and civil society, among others) to raise awareness of corruption’s detrimental effects on development and society, improve transparency and accountability in governance, and to eliminate corruption from the daily lives of people.

Transparency Maldives received formal government registration in 2007, and is the National Contact of Transparency International (TI) in the Maldives.

II. Project Summary

TM, supported by IFES is conducting a Civic Participation Project (CPP) to increase political and civic participation, promote the democratic transition through improved transparency and good governance, and support the consolidation of democratic values and norms in Maldives.

As part of CPP, TM is conducting a series of activities to contribute to the promotion of democracy, promote a clearer understanding of democratic values, human rights and provide a platform for dialogue. As such, we are seeking to develop and produce a video that will increase public understanding of the concept of human rights and convey human rights issues to the Maldivian public in a local context.

III. Key Responsibilities

1. Develop a video concept and script for human rights video
2. Develop and produce a 10 - 15 minutes video on human rights

IV. Deliverables

1. Broadcast-ready 10 - 15 minutes video on human rights

V. Duration of the Assignment

Handover of final deliverables within 25 days of signing the contract.

VI. Reporting Procedure
The consultant will report to the Senior Project Coordinator of the CPP project on administrative and substantive matters.

VII. Qualifications and competencies

1. Minimum of 3 years work experience in the field of campaign, preferably advocacy campaign with experience in social issues related awareness.
2. Strong knowledge in traditional and new media communications and technologies.

Closing date for applications: Before 5:00 pm on 12th September 2015.

Application and selection procedures: Submit 1) a letter of interest 2) curriculum vitae and portfolio, and 3) quotation via email to naji.hameed@transparencymaldives.org addressed to Ms. Mariyam Shiuna, Executive Director. For queries contact Najiya Hameed (759 5596).