CALL FOR EXPRESSION OF INTEREST

Recruitment of a Consultant to Produce Videos on CORAF's Work in West and Central Africa

Opening date: January 31, 2020
Closing date: February 14, 2020

CORAF is an international non-profit association working to enhance prosperity, food, and nutrition security of 430 million people in West and Central Africa. CORAF works in partnership with National Agricultural Research Systems in 23 countries. These include Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Cote d’Ivoire, Democratic Republic of Congo, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone, and Togo. In 2018, CORAF’s General Assembly approved a long-term strategic plan focused on three interlinked priority intervention domains:

- Agriculture, food and nutrition security;
- Policy, institutions, markets, and trade;
- Gender, youth, and social equity.

The Executive Secretariat of CORAF is made up of three departments (Research and Innovation, Corporate Services, and Communications and Marketing).

The Communications and Marketing Department has the primary responsibility of making CORAF a stellar regional research institution. The Department's actions are expected to help CORAF: (a) raise more finances to fund the 2018-2022 Operational Plan, (b) establish relevant scientific partnerships, (c) earn the trust of partners to lead agricultural research activities, and (d) demonstrate accountability to its key constituents.

The main objective of this recruitment is to identify an individual video producer to assist the Department of Communications and Marketing to produce high-quality videos and documentaries on CORAF results. The selected consultant will not be hired on a full-time basis. She/He will provide the requested services on a retainer basis. The videos will be used on the CORAF website, YouTube Channel, and its social media platforms.

The tasks to be performed as well as other information relating to the post are detailed in the terms of reference attached.

The Executive Director of CORAF invites candidates that meet the qualifications criteria as indicated in the terms of reference to express their interest in this recruitment.
Candidates interested in this call must provide information indicating that they are qualified to perform such services (CVs, references concerning the performance of similar contracts, publications, experience in a similar field, etc.).

Interested consultants may obtain additional information from the CORAF Executive Secretariat by sending correspondence to the CORAF Communications and Marketing Department by e-mail at infos@coraf.org or o.kapou@coraf.org.

Applications must be submitted by email to the address: procurement@coraf.org no later than February 14, 2020 before 5:00 pm UT.

Dr. Abdou TENKOUANO  
CORAF Executive Director
TERMS OF REFERENCES

**Context and justification**

The Communications and Marketing Department has the primary responsibility of making CORAF a stellar regional research institution. The Department's actions are expected to help CORAF: (a) raise more finances to fund the 2018-2022 Operational Plan, (b) establish relevant scientific partnerships, (c) earn the trust of partners to lead agricultural research activities, and (d) demonstrate accountability to its key constituents.

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**Scope of Work**

Under the guidance of the Manager of Communications and Marketing, the video producer will produce high-quality video products.

- Conduct research on background footage
- Plan and execute footage collecting/coverage activities
- Develop scripts incorporating interviews, new footage, background footage, logos/graphics/job titles, and background music;
- Based on the script, produce a FIRST DRAFT;
- Make up to two rounds of suggested changes to produce finished products
- Deliver short and longue videos (2 to 10 minutes)
- Use high-quality multimedia equipment and software
- Providing two (2) video files of the FINAL VERSION in full-resolution HD and converted to H264 for the web.

**Duration of the consultance**

- This assignment will be in the form of a long-term retainer contract and initially for one-year period. The video producer will not be engaged on a full-time basis but only when required by CORAF.

**CORAF will Provide the Following Support to the Consultant**

- Briefing and detailed explanation of the kind of services needed and help in defining the best contents for different purposes;
- Program information and editorial guidance to the consultant to enable him/her to understand the deliverables required and generate captions to embed in the videos.

**Competencies**

- Creativity and innovation in video production;
- Ability for teamwork and ability to work autonomously;
- Ability to work under high pressure and in difficult situations;
• Enjoy working in a demand-driven environment, motivated by a willingness to respond rapidly and effectively to the needs of clients.

**Required Skills and Experience**

• At least five years of experience in professional video production and editing (or filmmaking, direction, shooting etc.) required
• Professional video editor/producer with demonstrated experience in video production relating to development issues with experience using professional video editing software such as Final Cut Pro, Adobe Premiere or similar;
• Experience with different video format conversions for download and online streaming;
• Longstanding expertise in covering the subject in a sensitive context and challenging environment;
• Previous experience in working on agriculture issues is an asset;
• For the quotation to be considered, the video producer must submit two examples of short videos and one example of a long-format video

**Language Requirements**

• Written and oral proficiency in French and knowledge in English is strongly preferred.

**Application Information**

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