

CALL FOR EXPRESSION OF INTEREST

Recruitment of a Scriptwriter Consultant / Storyteller for the production of videos on CORAF activities

Opening of the call: **March 6, 2020**
Closure of the call: **March 20, 2020**

CEI N° 04-2020

CORAF is an international non-profit organization that works to improve the 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 are Benin, Burkina Faso, Cameroon, Cape Verde, the Central African Republic, Chad, Congo, Côte d'Ivoire, the 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, the CORAF General Assembly approved a Long-Term Strategic Plan focusing on three interdependent priority areas for intervention:

- Agriculture, food and nutrition security.
- Policy, institutions, markets and trade,
- Gender, Youth, and Social Equity.

The CORAF Executive Secretariat is composed of three departments (Research and Innovation, Institutional Services, and Communications and Marketing).

The Communications and Marketing Department is primarily responsible for making CORAF an exceptional regional research institution. The actions of this Department should help CORAF to: (a) raise more funds to finance the 2018-2022 Operational Plan, (b) establish relevant science partnerships, (c) gain the trust of partners to lead agricultural research activities, and (d) demonstrate accountability to key constituents.

The main objective of this recruitment is to identify a screenwriter/storyteller in order to help the Communications and Marketing Department produce high-quality videos and documentaries on the results of CORAF. The selected consultant will not be hired on a full-time basis. The consultant will provide the requested services on a fee basis. The videos will be used on the CORAF website, its Youtube channel and social media platforms. The tasks to be performed and other job information are detailed in the attached terms of reference

The Executive Director of CORAF invites candidates meeting the qualification criteria indicated in the TORs to express their interest in this recruitment.

Applicants interested in this announcement must provide information indicating that they are qualified to perform such services (CV, references relating to the execution of similar contracts, publications, experience in a similar field, etc.).

Interested applicants can obtain additional information from the CORAF Executive Secretariat by sending a letter to the CORAF Communications and Marketing Department via email at infos@coraf.org or o.kapou@coraf.org.

Expressions of interest should be sent to the Executive Director of CORAF and submitted by email to procurement@coraf.org on **March 20, at 17h00 GMT** at the latest.

Dr Abdou TENKOUANO
Executive Director

TERMES OF REFERENCES

Background and Rationale

The Communications and Marketing Department is primarily responsible for making CORAF an exceptional regional research institution. The actions of this Department should help CORAF to:

- a) Raise more funds to finance the 2018- 2022 Operational Plan,
- b) Establish relevant science partnerships,
- c) Gain the trust of partners to lead agricultural research activities,
- d) Finally, demonstrate accountability to key constituents.

The objective of this recruitment is to identify a scriptwriter in order to help the Communications and Marketing Department produce understandable videos and documentaries, of high quality on the results of CORAF. Storytelling, documentary film and capsule that give a clear idea of the chain of activities and that trace the various stages of the project.

- **The Storytelling** (5 to 8 min) will be in the form of motion design or video with a story/narrative narrated in voice-over,
- **The Documentary films** (8 to 10 min) will collect and put in the form of coherent artistic work images and field interviews. The views of the recipients, project team partners. Testimonies from other stakeholders including local elected officials, experts, members of civil society as well as local operators,
- **The Capsules** (30 to 45 seconds) will summarize in a short time each of the videos produced either as part of a storytelling or documentary film to meet the needs of communication on social networks.

The selected consultant will not be hired on a full-time basis. The consultant will provide the requested services on a fee basis. Videos will be used on the CORAF website, its Youtube channel and social media platforms.

Mission et responsibilities of the Consultant

Under the leadership of the Head of the Communications and Marketing Department, the consultant will lead the video production process (storytelling, documentary film and capsules) and will carry out the following missions :

- Production of sequentials based on the implementation and execution of the various activities to be covered, in English and French (the two official languages of the CORAF),
- Organization and conduct of field reports with the populations/stakeholders concerned,
- Identification/selection of sequences and establishment of the storyboard to be provided to the video editor,
- Support the video editor throughout the set-up and check with him/her on the draft videos to be delivered to the Communication and Marketing team for validation,
- Delivery, after incorporating comments/remarks from the Decom* of the final versions of the videos.

Products and deliverables:

- Scripts and sequentials developed,
- Actual filming done,

- Scripts validated by the Decom Manager (storytelling, documentary film and capsules) in English or French with subtitles in the other language each time.

Mission duration and locations:

- The consultant's mission is set from the date of signature of the contract until the end of December 2020 ,
- The consultant will be called upon at times to make trips to the countries of intervention of CORAF for the production needs of the various films. All mission costs in this case will be covered by CORAF.

CORAF will provide the following support to the Consultant:

- Briefing and detailed explanation of the type of services required and assistance in defining the best content for different purposes,
- Program editorial information and advice to the Consultant for him/her to understand the required deliverables and to generate captions to be incorporated into videos,
- Any other information or guidance requested in order to facilitate the performance of the missions assigned to the consultant.

Required skills and availability:

The consultant must be a confirmed professional in screenplay, video production and development (storytelling, documentary films and capsules). In addition, he/she must:

- Have knowledge of the agricultural sector and entrepreneurial environment,
- Be able to deliver final products on time,
- Be fluent in writing in at least one of the two official languages of CORAF (English or French) and be able to translate their scripts into the other language for the purposes of captioning or voice-over,
- Be able to work in a team and independently with little guidance,
- Be able to work under high pressure and in complex situations,
- Enjoy working in a demand-driven environment, be motivated by a willingness to respond quickly and effectively to client needs,
- Have at least five years of experience in professional filmmaking,
- Have performed similar assignments on behalf of sub-regional or international organizations working in the development sector,
- Be available throughout the contract period for reporting, interviews or working session with the Decom Manager* whenever requested by CORAF.

Method of payment:

- The consultant will be paid periodically (every 30 of the month) upon presentation of a report followed by an invoice recording all the deliverables provided and validated by the Decom Manager,
- The accounting procedures for these deliverables will be discussed prior to the establishment of the contract and will serve as a basis for any evaluation.

Submission of applications

Expressions of interest should be addressed to the Executive Director of CORAF and submitted by email to procurement@coraf.org on **March 20, 2020 at 17h00 GMT** at the latest. Applicants needing further information can contact the CORAF Communication and Marketing Department at infos@coraf.org or o.kapou@coraf.org.