

Ref no: MRC-AD/MIS/2022/156

Consultancy Service – Photography and Videography

Type of Contract:	Local Consultancy
Duration:	5 Months

Background

The Maldivian Red Crescent (MRC) 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 branches and units spanned all over Maldives. To date it has established 10 Branches and 20 Units spanning 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.

Maldivian Red Crescent continues to work towards building resiliency of the Maldivian community in accordance with its Strategic Plan 2019-2030 through various Programmes, capacity building activities and responding to emergencies and disasters at national and local levels catering to the humanitarian needs of people. To reach those who need assistance through effective communication and advocacy. lifesaving information to people must be ensured, making Information, Education, and Communication (IEC) materials user-friendly across a diverse audience in multiple languages and reliable material must be developed to reach those who are most vulnerable. To facilitate this work, communications materials must be geared towards the target audiences, be inclusive, optimized for the platforms in use, and must be user-friendly, and effective photos and videos play a critical role to enhance visibility so that more people can be reached.

MRC plans to document its humanitarian work in the Maldives through the documentation of photos, videos to be utilized for its communication and advocacy work across different mediums.

Objective

MRC is seeking the services of a photographer/videographer to work as a retainer firm/individual to document photos, videos and develop videos of MRC's volunteers, members, and staff during ongoing activities and events of MRC

The mode of work can be flexible to schedule daily working hours and set deliverables for set times.

Key tasks and deliverables

The Consultant will provide the following technical services, which shall include:

Tasks	Deliverables
Photo/Video documentation of MRC activities, events.	General photography and videography support through coverage of MRC events, activities.
Editing of photos and videos	Photos and video soundbites are to be edited in a way that it can be utilized for internal and external communications. Supporting in editing of already existing videos to update the content and quality.
Production of videos for MRC programmatic areas	Develop and produce 2 videos per month (1–2-minute duration) focusing on programmatic areas of MRC in coordination with MRC’s Communications Team. Videos must include subtitles and voiceovers as required and must be optimized for social media platforms and other mediums as required.
Maintain archive of produced material	Regular updating and maintenance of the archive of material that is developed and produced.

Reporting Line

The consultant will report to Programme Officer - Communications and Advocacy Officer and will work closely with other relevant technical staff.

Academic Qualification

Diploma/University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual).

Experience

- At least 3 years of experience working in similar projects
- Experience developing compelling content to generate response from audiences online
- Previous work with MRC or NGO experience in a similar role is highly desirable
- Fluency in English and Dhivehi

Consultancy Service Fee

A Consultancy Service Fee of MVR 16,000 per month

Code of Conduct

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

Application

1. Cover Letter
2. Application must include a CV (if an individual)/ profile (if a company)
3. At-least three samples of past work / portfolios
4. Recommendation letters

Applications, with all required documents and all inquiries regarding this must be emailed with Consultancy title in subject to: info@redcrescent.org.mv.

Deadline: The deadline for application is 02:00 PM on 17th July 2022 (Sunday). Only short-listed candidates will be contacted for interviews.