

TERMS OF REFERENCE – CONSULTANCY

Company or team of experts

Communication Multimedia Production Consultancy for Endline Impact Documentation for Multi-Year Resilience Program (MYRP) in Qadisiya funded by Education Cannot Wait (ECW) in Qadisiya

1. Terre des hommes Iraq

Terre des hommes (Tdh) is the leading Swiss child rights organization. Since 1960, we stand together with children to uphold their rights, protect their lives and improve their well-being with a focus on those most exposed to risks. We are making a positive impact in their lives through innovative programmes focused on health, migration and access to justice. Active in more than 27 countries, we work with our own teams and/or local and international partners.

Tdh is present in Iraq since December 2014, addressing the needs of children and youth affected by the ISIL crisis (2014 - 2017) with core focus spans Migration and Access to Justice Child Protection, and Education in Emergencies.

Terre des hommes Foundation is one of the lead organisations of the Multi Year Resilience Programme (MYRP) Consortium funded by Education Cannot Wait (ECW) global fund led by Save the Children in Iraq. The project aims to enable conflict-affected girls and boys, including adolescents, to have increased and continuous access to safe, protective, inclusive, and quality education to support their well-being and learning outcomes. Tdh with its local partners; Sahara Economic Development Organization (SEDO), Al Taqwa Association, Bint Al Rafidain Organization (BROB) helped beneficiaries to access education services including Catch-Up Classes (CUC), Early Childhood Education (ECE), Alternative Learning Programs (ALP), Remedial Classes, and Hygiene Promotion (HP) sessions, Climate Change Awareness Raising sessions in Duhok, Ninawa, Diyala, Anbar, Qadisiya governorates.

2. Objective

The objective of this consultancy is to document and provide positive visibility of the project, with a special focus on Qadisiya, through professional photography and the production of a high-quality video that can be used for:

- Social media campaigns
- Government visibility
- Donor visibility
- Website
- Fundraising (potential duplication of this project)
- Internal communication

- Learning and knowledge management
- Little Prince campaign exhibition photos

3. Scope of Work

The consultant will work in Diwaniya, Qadisiya coordinating with local stakeholders and project teams to deliver the following tasks:

- Interview with beneficiaries, local stakeholders and project team.
- Take quality photos of the activities.
- Produce an impact video of the activities and showcase achievements.
- The contractor will be directly supervised and evaluated by the Communication Officer to ensure that all deliverables meet the required quality standards and are aligned with the project's objectives, as well as Tdh's and its partners' branding and communication guidelines.

Phase 1: Pre-production and Planning: The consultant will be responsible for planning and preparing all aspects of the multimedia production assignment before the field missions commence. This phase includes:

- Attend the introductory meeting, review project documents and familiarize themselves with the project's objectives, achievements, and key communication messages.
- Coordinate with Tdh Iraq and project teams to identify target locations, activities, beneficiaries, and interviewees.
- Develop a detailed production plan, including a work and filming schedule and videos storyboard.
- Prepare interview guides and identify potential human-interest stories representing different project interventions in close collaboration with the Communication Officer.
- Ensure all logistical arrangements are completed, including equipment preparation and travel planning (If any).
- Ensure compliance with Tdh's Child Safeguarding Policy, informed consent procedures, and data protection standards.

Phase 2: Multimedia Production and Field Documentation: The consultant will conduct field visit to document the implementation and the impact of the project, conduct the interviews with stakeholders. This phase includes:

- Obtain informed consent from all interviewees and individuals featured in photographs or videos, in accordance with Tdh's Child Safeguarding Policy, in close coordination with the project team and the Communication Officer.
- Conduct professional interviews with children, caregivers, teachers, facilitators, project staff, local partners, and other relevant stakeholders.

- Capture high-quality B-roll footage covering project activities, learning environments, children interactions and engagement, and surrounding contexts to support the final video productions.
- Capture high-resolution photographs documenting project activities, beneficiaries, staff, facilities, and key moments, ensuring diversity and representation across project interventions.
- Document human-interest stories that illustrate the project's outcomes and impact through authentic visual storytelling, to be developed into 3 reels.
- Ensure all footage and photographs are captured in accordance with Tdh's branding, communication, and ethical guidelines.

Phase 3: Post-production: The consultant will edit and submit all agreed on production in accordance with Tdh standards and guidelines. This phase includes:

- Edit and produce all video deliverables, including the documentary impact video, stories reels (social media videos).
- Professionally edit and color-correct all selected photographs.
- Add subtitles, graphics (Tdh pictograms), animations, music (licensed), and branding elements where required.
- Deliver both edited and clean versions of videos, as specified in the deliverables section.
- Organize and submit all edited files, RAW footage, photographs, project open files, and supporting materials in a structured digital archive.
- All credits and usage rights for the produced materials belong to Tdh and their partners or donors.

The selected service provider shall undertake the following tasks.

A. Pre-production

- Participate in briefing/Kick off meetings.
- Develop a filming concept and storyboard.
- Prepare interview questions.
- Prepare shooting schedule.
- Coordinate logistics with project focal points.
- Ensure informed consent procedures are followed.

B. Field Production

Conduct field mission in Qadisiya Governorate.

Activities include:

- Capture project implementation.
- Film interviews with:

- beneficiaries
- project staff
- partners
- local authorities (where applicable)
- Capture B-roll footage.
- Take professional photographs.

The provider should ensure diversity in:

- age
- gender
- disability inclusion
- geographic representation

C. Post-production

Produce:

One “documentary” video

Length: 3–5 minutes

Including:

- professional editing
- subtitles (English and Arabic if required)
- licensed background music
- graphics and titles
- organization and donor logos
- color correction
- sound mixing

Social media videos

Produce: 4 short videos (30–60 seconds)

- 1x focused on Qadisiya, example of Education and Child Protection challenging context
- 1x Tdh/Taqwa success story in its ECW project
- 1x about Taqwa: who they are and achievements within this partnership and project
- 1x ECW activities in image (Climate Change Awareness sessions, Accelerated Learning Program (ALP) Activities, Teacher Training in Crisis Context (TiCC), Community Awareness and Outreach Activities.

Optimized for:

- Instagram
- LinkedIn
- Facebook (for gov + MYRP + Taqwa)
- YouTube Shorts

Photography

Deliver: 200 professionally edited photographs

Covering:

- activities
- beneficiaries
- facilities
- portraits
- contextual images

Images should be delivered in both:

- High Resolution
- Web Resolution

4. Deliverables

Deliverables	Quantity	Deadline
Kick off Meeting Attend an introductory meeting with the project team, communication officer, review project documents: project's objectives, achievements, and key communication messages.	1	
Story board and filming plan • A storyboard outlining the concept, narrative structure, key messages, interview flow, proposed scenes, and shot sequence for the documentary and impact videos, to be reviewed and approved by Tdh prior to production.	1	

A detailed filming and submissions schedule (The consultancy is expected to be completed within 20 working days from the date of contract signature)		
(documentary) Video 3-5min: One professionally edited video with a final duration of 3:4 minutes, finalized for dissemination and organizational use, with English subtitles (and Arabic subtitles if requested), including up to 3 rounds of revisions.	1	
Social Media campaign contents (photos, video 2min for Instagram, LinkedIn, possible Facebook?) 4 professionally edited vertical videos (9:16), 1:2 mins each, optimized for social media platforms, with English subtitles (and Arabic subtitles if requested). Including up to 3 rounds of revisions.	At least 4 short videos and 500 photos	
Edited High resolution photographs - Professionally filtered and edited photos for all the activities implemented throughout the shooting days, ensuring they meet Tdh's quality standards and are ready for dissemination. - Capture a variety of shots, including long, medium, close-up, and portrait compositions, to comprehensively document the activities.	200	
Raw videos footage B-roll footage and inserts: capture a wide range of shots, including long shots, medium shots, close-ups, and cutaway shots, to ensure comprehensive documentation and storytelling flexibility.	Complete archives	On the same shooting day

• Raw footage of interviews: provide complete raw video files of all interviews conducted with partners, beneficiaries, and stakeholders, • The footage to cover all activities implemented throughout the shooting days, ensuring inclusive representation of participants of different ages, genders, backgrounds, and abilities. • Footage should capture interactions, environments, and key moments.		
Raw photographs	Complete archives	On the same shooting day
Project files Editable Video Project Files: Provide all editable/open source project files for the produced videos using Premiere, DaVinci, or After Effects or any other professional software including all linked assets and project folders required for future use by Tdh.	All editable files	

5. Timeframe

This consultancy will be conducted over a period of 20 working days.

Activity	Timeline
Kick off meeting	Day 1
Story board and pre prod	Day 3
Field Production	Day 4 - 10
First Draft	Day 15
Feedback	Day 16-17
Final products	Day 20

- 5 shooting days for attending and recording activities and conducting interviews.
- 5 editing/production days for finalizing the final video and photos.

6. Budget and Payment schedule

Budget

The financial proposal should include:

- Professional fees
- Travel
- Accommodation
- Per diem
- Equipment
- Editing
- Music licensing
- Taxes
- All other associated costs

The proposal should clearly distinguish between professional fees and reimbursable expenses, if applicable.

The total budget shall not exceed IQD 5,133,000

Payment schedule

- Contract signature and approval of inception report
- Payment will be made after approval of all final deliverables, either by Cheque or Bank Transfer.

7. Profile of the consultant: qualifications and experiences

- Minimum 5 years of experience in audiovisual production.
- Strong storytelling skills.
- Professional filming equipment.
- Professional photography equipment.
- Drone capacity (optional and subject to local authorization).
- Experience producing donor visibility materials.
- Excellent editing skills.
- Master Social media management and content creation, particularly for advocacy or development-related projects.

- Strong understanding of social media platforms (Instagram and LinkedIn).
- Fluency in Arabic, English is a must.

8. Selection Criteria

Criteria	Weight
Technical proposal	30%
Previous work / Portfolio	30%
Relevant experience	20%
Financial proposal	20%

9. Data Protection

As part of Tdh's commitment to responsible data management, the successful candidate will be expected to adhere to the minimum standards for data collection. These standards are designed to be practical and achievable, especially in field settings, considering varying technical capacities and operational contexts across the governorates of intervention.

The aim is to ensure all team members are aware of and apply basic principles for the safe and responsible handling of personal data. This includes understanding and safeguarding:

1. **Personal Data:** Any information related to an identified or identifiable individual.
2. **Personally Identifiable Information (PII):** Any data that could potentially identify someone, which may vary depending on the context.
3. **Sensitive Data:** Information that could lead to discrimination if misused, such as data related to ethnicity, political or religious beliefs, union membership, health, sexual orientation, or criminal history.

10. Safeguarding

Tdh holds a zero-tolerance policy toward all forms of violence against children. Whether physical, sexual, psychological, or through neglect, such acts are unacceptable. We believe that a strong and consistent policy framework is essential to prevent and address these forms of abuse.

In every project we implement, we are committed to creating and maintaining a protective environment where children's rights are respected and upheld.

Our **Child Safeguarding Policy** outlines how we operate as an organization to protect the well-being of all children we work with—both directly and indirectly—and to ensure that our activities do not cause harm. This policy applies to everyone working for or on behalf of Terre des hommes, including staff, consultants, volunteers, and governing body members.

11. Application procedure

Interested service provider shall submit the following:

- Technical proposal
- Financial proposal
- Company/ Consultant profile
- Portfolio (minimum three similar assignments)
- CVs of key personnel
- Equipment list
- References from previous clients (from similar sector is a plus)

All offers must be e-mailed to IRQ.erb.recruitment@tdh.org no later than 17 August 2026 at 11.59 pm (Baghdad time). And the contract will be awarded by September 03, 2026.

Mention in the e-mail object the title of the consultancy: **ECW-MYRP Communication Consultancy Iraq**

Only proposals that include all the required documents will be assessed. Only short-listed candidates will be contacted.

12. Intellectual Property

All materials produced under this assignment—including raw footage, photographs, edited videos, graphics, and project files—shall become the exclusive property of Terre des hommes Foundation –Helping Children Worldwide (Tdh). The service provider may not publish, distribute, or reuse any materials without prior written authorization.
