

TERMS OF REFERENCE FOR NATIONAL INDIVIDUAL CONSULTANT FOR ANIMATED VIDEO PRODUCTION

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA Turkmenistan Country Office
Purpose of consultancy:	UNFPA Turkmenistan seeks a skilled animator to develop a series of animated videos that effectively explain the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and its implementation in the Turkmenistan context. The videos should be engaging, informative, and culturally relevant to enhance understanding and promote advocacy around gender equality and women's rights.
Scope of work: <i>(Description of services, activities, or outputs)</i>	<ul style="list-style-type: none"> ● Develop three distinct animated videos in Turkmen, each focusing on a specific aspect of CEDAW and its relevance to Turkmenistan. ● Ensure the videos are clear, concise, and accessible to a broad audience, incorporating sign language interpretation within the videos themselves. ● Utilize storytelling, visual metaphors, and culturally relevant imagery to effectively communicate key messages. ● Incorporate Turkmen voice-over narration and subtitles in Russian to ensure maximum reach and comprehension. ● Work closely with UNFPA's communications and program teams to ensure the videos align with UNFPA's messaging and programmatic goals. ● Participate in feedback sessions and incorporate revisions as needed to refine the videos. ● Utilize appropriate animation software and techniques to produce high-quality videos. ● Ensure the videos are optimized for various platforms and social media channels. ● Deliver the final videos in the required formats and specifications.
Duration and working schedule:	15 October - 15 December, 2024 including operational closure of the contract; the contract duration is 47 working days.
Place where services are to be delivered:	Home-based, outside of the UNFPA office premises, including travel to Mary and Lebap regions.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>Deliverable 1: Animated video on CEDAW - substantive equality</p> <ul style="list-style-type: none"> - in Turkmen with sign language interpretation and Russian subtitles, - by November 5, 2024 (16 working days). <p>Deliverable 2: Animated video on CEDAW - non-discrimination</p> <ul style="list-style-type: none"> - in Turkmen with sign language interpretation and Russian subtitles, - by November 27, 2024 (16 working days). <p>Deliverable 3: Animated video on CEDAW - state obligation</p> <ul style="list-style-type: none"> - in Turkmen with sign language interpretation and Russian subtitles, - by December 15, 2024 (15 working days).

Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<ul style="list-style-type: none"> ● Regular communication and updates with the UNFPA Communications Analyst and relevant program staff. ● Submission of draft materials for feedback and approval. ● Final delivery of high-quality video files in agreed-upon formats.
Supervisory arrangements:	The consultant will be under the overall guidance of UNFPA Communications Analyst, Gender and Youth National Programme Analyst
Expected travel:	No travel is expected for this assignment.
Required expertise, qualifications and competencies, including language requirements:	<p><u>Qualifications and Education</u></p> <ul style="list-style-type: none"> ● Completed secondary education. Specialized courses in animation, film production, or a related field. ● Minimum of 7 years of professional experience in animation and video production, with a strong portfolio showcasing relevant work. ● Demonstrated experience creating educational or advocacy-focused animated videos. ● Excellent understanding of the Turkmen context and cultural sensitivities. ● Fluency in Turkmen and Russian. Working knowledge of English is an advantage. ● Strong communication and collaboration skills.
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	UNFPA will provide the consultant with available materials, data, and information. The consultant is expected to conduct additional research through desk reviews, consultations with UNFPA staff, and other relevant sources to identify further information.
Other relevant information or special conditions, if any:	The consultancy fee will be calculated based on GS-7 level of UN Salary Scale effective 1 November 2020 and will be paid in a lump sum upon the successful completion of all deliverables.
<p>Signature of Requesting Officer in Hiring Office:</p> <p>Date:</p>	