

**TERMS OF REFERENCE FOR NATIONAL INDIVIDUAL CONSULTANT FOR  
PHOTO AND VIDEO PRODUCTION**

<b>TERMS OF REFERENCE (to be completed by Hiring Office)</b>	
Hiring Office:	UNFPA Turkmenistan Country Office
Purpose of consultancy:	<p>UNFPA Turkmenistan is seeking a skilled photographer/videographer to capture high-quality thematic photos and videos that visually demonstrate the successes achieved through programmes implemented by UNFPA and jointly with partners and stakeholders. These visuals will enhance communication and advocacy efforts, showcasing the impact of UNFPA's work in Turkmenistan, particularly in the areas of reproductive health, gender equality, youth empowerment, and population dynamics.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p><b>Photographing</b> - 10 days:</p> <p>The <u>photo sessions</u> apply the following:</p> <ul style="list-style-type: none"> <li>• documentary/storytelling style,</li> <li>• promoting gender equality and preventing gender-based violence,</li> <li>• depicting young people, young girls, people with disabilities, athletes, professionals, and others,</li> <li>• capturing people in natural settings and poses, and</li> </ul> <p>will include the following list of partner organizations and venues:</p> <ul style="list-style-type: none"> <li>• reproductive centers,</li> <li>• sports schools,</li> <li>• sports centers for people with disabilities,</li> <li>• Stadiums and other sports facilities,</li> <li>• Civil Registration facilities and</li> <li>• NGOs working with women and youth with disabilities.</li> </ul>

Photo shooting details:

- Provide high quality equipment for taking photos;
- Travel to each selected location (Mary, Lebap regions and Ashgabat city) for conducting 7-8 sessions in each selected city and region;
- Advise the project participants and beneficiaries and stakeholders on posing using photographing techniques;
- Process and finalize the photos;
- Submit a minimum of 150 photos in total from all three locations in JPEG and RAW formats on electronic media.

**Video graphing - 30 days:**

The video production will similarly adopt a documentary style, capturing authentic moments and emotions, with a focus on advocacy. The videos will promote gender equality, challenge gender stereotypes, and highlight the crucial role of midwives in reproductive health. We will seek out compelling stories that showcase the positive impact of UNFPA's programs in these areas.

In total, 3 videos will be produced capturing activities in all three locations on the following topics:

1. Promotion of gender equality in the family;
2. Engagement of men in promoting gender equality and empowering girls in sports;
3. Technology facilitated gender-based violence;

**Video production details:**

Pre-production

- Based on the consultation and in close collaboration with the Communication Analyst and UNFPA team, participate in the finalization of the script of the video;

	<ul style="list-style-type: none"> <li>• Select and provide the actors and settings for the videos;</li> <li>• Provide the video equipment.</li> </ul> <p><u>Production</u></p> <ul style="list-style-type: none"> <li>• Prepare the graphics for the videos;</li> <li>• Film videos, and record audio, music, etc.;</li> <li>• Add English and Russian subtitles to the videos;</li> <li>• Editing and mixing based on the storyboards;</li> <li>• Include sign language translation;</li> <li>• Review and address the UNFPA team comments/suggestions and</li> <li>• Finalize the products for social media platforms and high-resolution demonstrations.</li> </ul> <p><u>Post-Production</u></p> <ul style="list-style-type: none"> <li>• Convert videos to different formats to fit the purpose;</li> <li>• Deliver two versions of the videos with English subtitles and Russian subtitles.</li> </ul>
Duration and working schedule:	16 September - 30 November 2024 including operational closure of the contract; the contract duration is 40 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><b>Deliverable 1:</b> A stock of at least 150 high-quality, high-resolution photos by October 15, 2024;</p> <p><b>Deliverable 2:</b> Video on Engagement of men in promoting gender equality and empowering girls in sports by October 15, 2024;</p> <p><b>Deliverable 3:</b> Video on Promotion of gender equality in the family by October 30, 2024;</p>

	<p><b>Deliverable 4:</b> Video on Technology facilitated gender-based violence by November 15, 2024.</p>
<p>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</p>	<p><b>On-Site Supervision:</b> A UNFPA staff member will accompany the photographer/videographer throughout the assignment to ensure alignment with project objectives and provide any necessary guidance.</p> <p><b>Daily Progress Reports:</b> The consultant will provide concise daily progress reports to the Communications Analyst, outlining completed tasks, any challenges encountered, and plans for the following day.</p>
<p>Supervisory arrangements:</p>	<p>The consultant will be under the overall guidance of UNFPA Communications Analyst, Gender and Youth National Programme Analyst</p>
<p>Expected travel:</p>	<p>Travel to Mary and Lebap regions for 2 days in each velayat are envisaged in October 2024. Travel costs are not included and to be covered by the Consultant.</p>
<p>Required expertise, qualifications and competencies, including language requirements:</p>	<p><b><u>Qualifications and Education</u></b></p> <ul style="list-style-type: none"> <li>• Completed secondary education. Certificate and/or specialized courses in video production</li> <li>• At least 6 years of professional experience in photography and videography;</li> <li>• Experience shooting development projects and documentary photography;</li> <li>• Excellent documentary photography skills;</li> <li>• Experience in video-editing and synthesizing the ready-made photo/video materials</li> <li>• Experience in art directing and writing scripts, graphic design, sound editing, dubbing, voice over editing, photography, etc.;</li> <li>• Demonstrated professionalism, flexibility and creativity in filming advocacy videos on complex concepts without compromising quality of material or interviewees/ beneficiaries;</li> <li>• Experience with producing advocacy videos for the international organizations is preferable;</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent knowledge of local context;</li> <li>• Ability to work effectively with or without close supervision;</li> <li>• Fluency in Turkmen and Russian. Elementary knowledge of English is an advantage.</li> </ul>
<p>Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</p>	<p><b>Information and Resources:</b> UNFPA will provide the consultant with available materials, data, information. The consultant is expected to conduct additional research through desk reviews, consultations with UNFPA staff, and other relevant sources to identify further information.</p>
<p>Other relevant information or special conditions, if any:</p>	<p>The consultancy fee will be calculated based on GS-6 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>
<p>Signature of Requesting Officer in Hiring Office:</p>   <p>Date:</p>	