



CONSULTANCY OFFER

REQUEST FOR EXPRESSION OF INTEREST (EOI) FOR TRAINING URUNANA DC STAFF IN AUDIO VISUAL CONTENT PRODUCTION

TERMS OF REFERENCE

Introduction:

Urunana Development Communication is a fully registered national Non- Governmental Organization (NGO) specialized in development communication strategies mainly focusing at improving health and social welfare of the Rwandan population. It is known for its expertise in communication for social, behavior change through its well-known audience driven radio and community outreach programs. The NGO was started in 2004 by Rwandans with the support of Health Unlimited (Currently known as Health Poverty Action), a UK based Charity organization whose aim is to help create a world in which the most vulnerable communities can enjoy their right to health and well-being.

Urunana DC is registered with legal entity reference number 138/11 of 27/12/2006. Urunana Development Communication is governed by a Board of Directors and has a complement of highly qualified human resource capacity skilled in innovative communication using soap operas, dramas, skits and other forms of communication focusing on the urban and rural communities who mainly listen to radio. However, recent demand by the growing youth population has heightened demand for communication transformation to audio-visual and digital forms.

It is against the above background that Urunana DC Management is inviting interested and qualified individual consultants/or companies to apply for provision of professional training of Urunana DC Staff in audio-visual content production for a period of three months. This training will provide hands-on skills to 4 members of Urunana DC Production department.

The professional training focus areas will include but not limited to:

- ✓ Principles of Audio-visual Production
- ✓ Audio-visual and photo shooting techniques (Set up and operate audio and video equipment)
- ✓ Set up and tear down equipment for live events.
- ✓ Editing and mixing audio-visual data using existing softwares
- ✓ Subtitling
- ✓ Narration technics
- ✓ Synchronizing sounds and dialogue with movies or television productions.
- ✓ Production of commercials and TV spots
- ✓ Introduction to Advanced editing, mixing and mastering audio-visual productions
- ✓ Practical knowledge on graphic design using existing softwares
- ✓ Live streaming audio-visual productions on Youtube channels

A. Methodology

It is the responsibility of the trainer to prepare and facilitate the course development process to ensure that all the four trainees are given the opportunity to be fully trained and to acquire all needed technical skills for audio-visual production of documentary films, success stories, events reports, and graphic design. Throughout the process, the professional trainer will work closely with Urunana DC Management to ensure the success of the training. During the kick-off meeting, the Trainer may propose other suitable methodologies. The consultant will draft and forward the course outlines for discussions and further development. Based on the discussions the consultant will adjust the course outline and submit to Urunana DC Management. The paragraph below presents the main steps of the suggested methodology.

- Prepare a draft course outline for discussions and validation with Urunana DC
- Incorporate all comments provided and submit the final course outlines to be used for further development of the course

B. General Objective

The general objective of this assignment is to provide four members of Urunana DC Production department with technical skills in audio-visual production. The training course will be developed together with the trainees. The professional trainer/consultant will develop a course outline and training materials/manuals for the course that is interactive and practical.



C. Deliverables and validation

The specific deliverables include:

- An inception report; effectively capturing the agreed upon minutes and decisions of the inception meeting.
- A draft course outline containing units' titles, learning outcomes, indicative contents, and training methodologies for discussions. The draft course outline should be accompanied by a PowerPoint (PPT) presentation and should be submitted 3 days after the signing of the contract.
- A draft training material containing topics, illustrations, steps, exercises, or scenarios developed in line with the approved course outlines should be submitted after the signing of the contract.
- Validated course outline and training materials.

D. Key Characteristics of the Consultant

The task is to be carried out by an individual consultant or a company having the following profile:

- The consultant should have a strong education background, preferably evidenced by a university degree and/or professional certificates in Live TV directing, Film, Audio-Visual, Multimedia, or any other related field.
- The consultant should have at least 5 years of relevant working experiences in the Film and Audio-visual sector.
- Experience in working with key actors from within the Film and Audio-visual sector
- Have a strong, relevant, and proven experience in Course and training materials development with a specific window on self-/employment creation and entrepreneurship.
- Able to work independently and deliver on time with quality.
- Computer literacy and experience with developing materials and editing.
- Abide by professional ethics.

E. Application

The application including a signed cover letter which acknowledges the content of these terms, a CV with three references which Urunana DC may contact without prior notification, should be sent to: email: urunanadc2004@gmail.com not later than 28th February 2023 at 5h00 PM, Kigali time and specify in the subject line: **“Application to provide a professional training in Audio-visual production”**

Applying individual consultants and/or companies must meet all the requirements mentioned under key characteristics of the consultants which should be clearly visible from the consultant's CV.

Only the best consultant with potential to offer the service will be contacted.

Date of terms of reference	17 th February 2023
Expertise requested	Consultancy service to provide training of 4 members of Urunana DC Production department in audio-visual production
Language of work	English and Kinyarwanda
Localisation	Kigali, and field recordings across the country
Period of implementation of the training	6 months
Number of working days	180 days
Contact address for any clarifications	Please send the email seeking clarification to: urunanadc2004@gmail.com not later than the 23rd February 2023

Done at Kigali, on 17/02/2023


 MANAGEMENT
 URUNANA DEVELOPMENT COMMUNICATION

