

TERMS OF REFERENCE (TORS)

Provision of Videography Services – Nairobi

Nairobi, 5th July 2022

1. Introduction

The Centre for Multiparty Democracy, CMD-Kenya is a political parties-based membership organization established in March 2004. The mandate is to enhance multiparty democracy and strengthen the institutional capacity of political parties in Kenya through policy influence and capacity building. The organization provides a platform for political parties, political actors and policy makers to engage in dialogue and cooperate in strengthening multiparty democracy. CMD-Kenya works closely with political parties, political actors, strategic partners and key stakeholders in promoting social justice, political governance best practices, respect for human rights and fundamental freedoms.

CMD-Kenya is seeking a videographer on a short-term basis to capture a series of video interviews on the need for inclusive electoral process ahead of the August 2022 elections. The consultant or consultancy firm will interview a number of political, civic and religious leaders, edit the raw footage and produce short video clips that will be shared in various social media platforms for purposes of ensuring a democratic electoral process.

2. Objectives of the consultancy

Through these videos, CMD-Kenya is seeking to undertake media campaign on the need for violence free and inclusive electoral process in Kenya. CMD-Kenya will utilize new media to sustain the conversation on the need for a democratic electoral process. The videos will include interviews with political, civic and religious exploring issues that need to be addressed before elections and seeking their commitments to observe peaceful elections. The leaders will be accessed in their spaces or events they will be attending for interviews. The consultant will attend such events in person, conduct the interviews and edit the videos in a format that is acceptable to CMD-Kenya.

3. Overview of the project

This activity is part of CMD-Kenya's Strengthening Electoral Accountability and Inclusivity Program (SEaip) implemented with funding from the Electoral Law and Governance Institute for Africa (ELGIA). SEaip provides support in capacity-building of political parties on the fundamentals of an inclusive and accountable electoral process, with emphasis on party primaries, this will include strengthening intra-party systems for the conduct of free, fair, accountable and inclusive party primaries. It also undertakes direct advocacy with senior leadership of political parties will commit parties and candidates to observe an inclusive and accountable electoral process in 2022.

4. Methodology

The consultant will work with CMD-Kenya's Head of Programs who will manage the interviews, questions and timings of video interviews and provide a shot list for context footage. Working to an agreed schedule the consultant will be required to:

- Attend a planning meeting on a date to be agreed upon.
- Be available for meetings that may enable him/her access the identified leaders for interviews.
- Film short interviews with leaders to collect video context footage
- Take a range of photos, where necessary.

5. Deliverables

- Provide raw footage of all video interviews undertaken to CMD-Kenya
- Final edited 1–3-minute videos.
- Provide raw footage of video context footage
- Photos for the events, where necessary.

6. Consultancy Period

The consultancy period will be during 9 – 16 July 2022, exact timings to be confirmed based on availability. Edited videos to be delivered by Monday 18 July 2022.

7. Competencies

- Experience in filming, editing, photography and production.
- Demonstrable experience and production of short films and videos made for the purposes of communicating political analysis and policy recommendations.
- Experience in conducting work in a culturally sensitive and ethical manner.

8. Application process

Interested candidates should submit a short proposal, including a breakdown of costs, by 8th July 2022 to info@imd-cmd.co.ke