

Terms of Reference (ToR):

Development and Promotion of Digital IEC Product on Protection from Sexual Exploitation and Abuse (PSEA)

1. Background

Disabled Child Foundation (DCF) is committed to raising awareness on Protection from Sexual Exploitation and Abuse (PSEA) through digital media. To enhance public understanding and engagement, we seek to hire a consultant to develop and promote digital content, including videos, memes, and audio materials. These materials will be used in various digital platforms to ensure maximum outreach and impact.

2. Objectives

The primary objectives of the consultancy are:

- To develop high-quality digital content on PSEA, including videos, memes, and audio materials.
- To create engaging and accessible materials for different target audiences.
- To promote the developed content effectively through various digital platforms.

3. Scope of Work

The selected company will be responsible for:

- 1. Content Development:**
 - Creating scripts for video, audio, and memes related to PSEA.
 - Developing informative and engaging content in alignment with PSEA guidelines.
- 2. Production:**
 - Video shooting and editing to produce high-quality videos.
 - Audio recording and editing for clear and professional output.
 - Designing memes that effectively convey key messages on PSEA.
- 3. Promotion & Dissemination:**
 - Strategizing and executing a digital media campaign to maximize content reach.
 - Ensuring content is optimized for various platforms (social media, websites, etc.).
 - Monitoring engagement and reporting on the performance of the campaign.

4. Deliverables

The company is expected to deliver:

- 1. Pre-production:**
 - Approved scripts for video, audio, and memes.
- 2. Production:**

- At least one video for an extended message for six PSEA principles, or 6 videos for six principles, with high-quality visuals and clear messaging.
- At least one audio clip tailored for digital distribution.
- A set of six or more memes for social media engagement.
- Sign language interpreting, captioning, clear voice, sound quality is good, color contrast, and all accessibility features available in the video.

3. Post-production & Promotion:

- Edited, finalized content ready for dissemination.
- A promotion strategy and execution plan.
- Monthly engagement reports detailing reach and impact.

5. Timeline & Duration

The contract will run for **March 05** with key milestones as follows:

- Content Development: **15 February 2025**
- Production & Editing: **20 February 2025**
- Promotion & Dissemination: **25 February 2025**
- Final Reporting: **25 February 2025**

6. Required Qualifications & Experience

The selected company should have:

- Proven experience in multimedia content development and promotion.
- Expertise in video production, audio recording, and meme design.
- Prior experience in developing PSEA-related or similar awareness content.
- Ability to create content that is accessible to diverse audiences, including persons with disabilities.

7. Application Process

Interested companies must submit:

- A company profile detailing past experience.
- A technical proposal outlining the creative approach and execution plan.
- A financial proposal, including a detailed budget breakdown.
- Samples of previous relevant work.

8. Submission Deadline

Applications must be submitted by **05 February** to **dcf05@gmail.com**.

9. Evaluation Criteria

Proposals will be evaluated based on:

- Technical expertise and experience (40%)
- Creativity and approach to content development (30%)
- Financial proposal (20%)
- Previous experience working on PSEA or social impact projects (10%)