



**Terms of Reference**  
**Media and Communication Professional Service Firm**  
**to produce video and advocacy tools addressing to care economy**  
**and unpaid care work for women in Cambodia**

**1. Background**

Ministry of Women's Affairs (MoWA) Five-Years Strategic Plan - Neary Rattanak V 2019-2023, focuses on promoting gender mainstreaming in the policies and program in all sectors and all levels and work on the key strategic areas in relevant sectors including economy, education, health, legal protection, governance and climate change.

Within this framework, MoWA in partnership with the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), to work toward addressing care economy and unpaid care work of women by explore the opportunities and identify the concrete actions within the policy interventions and the public behaviour change. This includes to work out to understand how unpaid care work is distributed at the household level and how this effects the women entrepreneurship and economic activities.

The proposed Media and Communication Professional Service Firm is for developing a package of public communication and advocacy tool (printed materials) and videos to address and promote care economy and unpaid care work (UPCW) of women in Cambodia.

**2. Objective of the Assignment**

The main purpose is to develop a package of public communication and advocacy tools (printed materials) and videos to address and promote care economy and the unpaid care work by recognize, reduce and redistribute of women and girls on unpaid care work.

This work will be critical in expending visibility of MoWA, promoting public awareness in favour of care economy and unpaid care work for women in the context of society and economic development. MoWA intends to disseminate widely the video materials during the 2022 International Women's Day Campaign (8<sup>th</sup> March) although also during other occasions as appropriate.

**3. Scope of Work**

In close collaboration with MoWA Gender Equality Department and ESCAP focal point, the Media and Communication Professional Service Firm will develop a package of high-quality communication and advocacy materials. Specific focus/details of each material will be discussed by service provider and MoWA and agreed by MoWA in the service provider's inception report. The set of communications materials consists of:

- 1) One docu-video with high-quality cinematographic footages to make a public all to promote the values of care economy and unpaid care work of women. Video will highlight the key concept and example of care economy and UPCW of women in the region and the country and the core values of its impact to the society development and economic growth at household level, community and the society. Video is to include some data or facts as well as some quotes from studies or key leaders. This is intended to target both public and decision makers from the government, UN, development partners and CSOs. Video's duration will be about 2-3 minutes.
- 2) Drama videos that will feature urban and rural locales and capture different relevant issues around care economy and UPCW in the family or household level. This aims to bring an attention of the family members' recognition and share to care. This will also present a role model of family with the good sharing household chores and care work with the family under the concept of Sharing is Caring for Happiness and Growth. Video's duration will be about 3 minutes.
- 3) Educational cartoon spotlight to create the positive behavior of young generation and early age children, which put the meaning of UPCW as the life skill for everyone – it does not the shoulder of women and girls.
- 4) 30 high-quality professional pictures/posters with the key messages/quotes to illustrate the concept and values of care economy and UPCW for women why matters to gender equality and everyone business. These pictures will also be used by MoWA or/and ESCAP in further public communications and channels (i.e. website, Facebook page, newsletter, report, etc.).

In addition, the service provider will work with MoWA Gender Equality Department and Information Department to develop a workplan and media outline/contents on care economy public campaign for MoWA team to use these proposed media and communication materials more effectively through the ministry's public media and communication channels. The service provider will work closely with MoWA team to develop this workplan and outline through several meetings which also includes the coaching/advisory sessions to MoWA media team on how to implement these workplan and outline/contents so that MoWA team can learn key concepts and knowledge about development of communications materials and process required (i.e. design, production, post-production, edition and dissemination).

#### **4. Methodology**

- The firm will produce three videos (Max 3 minutes each) and relevant printed materials (posters, pamphlets...(to discourse the care economy and unpaid care work by recognize, reduce and redistribute of women and girls. The three videos must be guided by scripts that will describe the narration and flow of topics and action, people to be interviewed or featured and accompanying footages, sounds and sub-titles. The scripts will be developed by service provider and discussed and agreed with MoWA and ESCAP team.
- Creative combinations of footages, visual effects, image formats, music, voices and sounds are highly appreciated for all video materials, as appropriate.
- The videos will have two versions:
  1. One version in original Khmer language with Khmer subtitles.
  2. One version in original Khmer language with English subtitles.
- List of contents of the 50 pictures/posters will be presented by service providers and discussed with/agreed by MoWA and included in inception report.
- 10 copies of DVDs containing all versions of video materials and 10 CD rooms or USBs with 30 picture/posters are to be submitted at the end of the contract.

- Reference/logos of MoWA and ESCAP will be included in credits of all videos and materials produced.
- All rights reserved. MoWA will be the copy right holder of video materials and pictures/posters produced, although further uses by other partners may be authorized after the consultation and agreement by MoWA.
- Videos produced and approved by MoWA are intended to target public audiences in Cambodia and be widely disseminated, so any citizen or institution/organization will be encouraged to disseminate these videos and materials through their personal or corporate communication and social media channels.

## **5. Expected Outputs and Deliverables**

All the final Outputs and Deliverables of assignments developed by service provider (namely the detailed work plan, 30 pictures, 1 docu-video, 1 mini-drama videos and 1 educational cartoon video) will be produced in accordance to inputs provided by MoWA during the production/development process of materials, and will reflect inputs given by MoWA to the draft materials presented at earlier stages.

## **6. Duration of the Work and Duty Station:**

- 2 months, from mid of January to February 2022
- Must complete by the February 2022
- Duty station is Phnom Penh (Cambodia). Travels outside Phnom Penh are expected for footages and photography.

## **7. Institutional Arrangement**

The service provider will be directly supervised by the MoWA Director General of Gender Equality and Economic Development and will work closely with the Gender Equality Department and Information Department. The service provider will report to Gender Equality Department team on a weekly basis as described in the work plan. The draft materials produced will have to be agreed and validated by MoWA before proceeding to final cut stage, and adjustments will be incorporated by service provider in materials accordingly.

MoWA Gender Equality Department team will facilitate connections between service provider and relevant stakeholders as appropriate. Transport cost and arrangements for footages and field work will be covered by service provider.

MoWA will approve on deliverables (to release the payment) based on confirmation of satisfactory outputs from both departments.

## **8. Minimum Qualifications of the Successful Contractor at Various Levels**

- Firm must be based in Cambodia and have at least 5 years of practical experience in development of multi-media communications materials and campaigns in the field of development; experience on communication for gender equality issues is a strong asset.
- Firm must have solid experience in production of video/film materials and photography. Samples of works will have to be submitted in application package.
- Experience working with United Nations' funded programs or similar.

- Experience working with the Royal Government of Cambodia's (RGC), especially across sectors within the line ministries.
- Strong knowledge and understanding of the Cambodian culture and context.

The team mix should include all above skills required.

### **Staff Qualifications**

The multi-disciplinary team should comprise members with the following educational qualifications, experience and competencies:

#### **Team Leader**

- A Bachelor's Degree (or above) in Communications, Gender/Women's Studies, Political Science, Sociology or related field;
- Experience managing communication projects and/or development programs in the field of communications internationally or in Cambodia;
- Experience working on gender issues;
- Strong organizational and facilitation skills;
- Proven ability to manage third party suppliers;
- Proficient in English (Khmer, a plus).

#### **Production Manager**

- A Bachelor's Degree (or above) in Communications, Gender/Women's Studies, Political Science, Sociology or related field;
- At least 5 years of experience in production of audiovisual materials, overseeing all logistics and production needs;
- Strong organizational and facilitation skills;
- Proficient in English and Khmer.

#### **Writer/ Producer/ Director**

- A Bachelor's Degree (or above) in Communications, Media Production or related field;
- At least 7 years of experience in development of communications and multi-media campaigns for governments, NGOs and the development sector (with samples of works to be included in the application package);
- Strong experience in oversight of production elements and processes to completion;
- Ability to conceptualize, ideate and develop communication content through diverse formats;
- Experience working on gender issues in Cambodia;
- Proficient in English.

#### **Camera/Photographer/Editor**

- A Bachelor's Degree (or above) in Communications, Media Production, Film Production or related field;
- At least 7 years of experience as professional video/film camera person, cinematographer and photographer (with samples of works to be included in application package);
- Strong experience in post-production of videos/films;
- Experience working on gender issues considered a strong asset;
- Proficient in English and Khmer.

**Application Information**

To apply, please submit your cover letter, CVs including technical and financial proposal - to the link <https://forms.gle/P3h1EGgTnXpXGAM27>

All job applications are kept confidential. Only selected candidates will be contacted to discuss about the working arrangement.

Closing date: **20 January 2022**

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