

Terms of Reference – International consultant

Assignment title: Multimedia Production Advisor

Contract duration: from asap until Sept. 15th

Duty station: home-based

Travel: no travel required

Background:

The ITC Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative (EFI) aim to reduce global poverty by involving micro-entrepreneurs from the developing world in international and regional trade. In other words, the Programme enables marginalised communities of micro-entrepreneurs to be part of the international fashion value chain through a business infrastructure, tailored around a unique system of work that enables these communities - mostly women - to thrive in association with the talents of the fashion world. This system of work also involves consumers, through the application of a specific marketing strategy, geared to increase awareness on the story behind each product and allowing people to make informed choices in their purchasing behaviour. EFI aims to reduce global poverty by strengthening the capacities of developing country micro producers and social enterprises for export trade, connecting them to the international fashion industry. The European Union (EU) funds PCTP's Identity Building and Business Sharing Initiative, which showcases creativity and talent in cultural sectors like art, photography, cinema and music, in seven dynamic countries: Cote d'Ivoire, Eritrea, Mali, Uganda, Iran, Uzbekistan and Tajikistan.

As part of this Initiative, EFI runs the **African Designers Accelerator** (EFI Accelerator) to support young African designers from the continent in production management, marketing and business planning, with the objective of making them investment-ready. As part of this, EFI is planning to take the six designers from the first cohort of the EFI Accelerator, to an international fashion event, such as Pitti Uomo, Paris Fashion Week or similar. The designers, all based in African cities, include four gender-neutral ready-to-wear and two accessory designers.

Given the shift in event management for more sustainable events activities (less waste, less carbon footprint, more digital) due to COVID-19, EFI is producing a **fully digital fashion presentation** for January 2021, showcasing six fashion collections. This consultancy relates to the development, execution and post-production of Marketing and Promotional materials to be used between August 2020 and January 2021, to present the designers, their stories and their collection to buyers, the media and consumers. The consultant will develop an overall strategy, produce shot lists, brief local filming teams, and execute all the post-production to deliver a series of high-quality audio-visual materials.

Description of Duties/Responsibilities:

Under the general supervision of the Poor Communities and Trade Programme (PCTP)'s Chief Technical Adviser and overall guidance of the Senior Programme Officer and the Associate Programme Management Officer the consultant will perform the following tasks:

1. Support EFI team in the logistics and creative concept for video material to present 6 fashion designers from EFI Designer Accelerator to an international audience;
2. Support in sourcing videographer talent in corresponding cities (Lagos, Ouagadougou, Bujumbura, Nairobi, Durban, Cape Town);
3. Brief and direct filming local teams;
4. Post production of all content, including Edit, Sound Mix, Grade, Graphic Design;
5. Music composition for each showcase.

Note: The consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this individual contractor contract and for the subsequent dissemination by ITC in any form. Documentary proof will be submitted to ITC. S/he has further to ensure to obtain accreditation to the event(s) as required. Should any license fee be due for the use of copyrighted materials of third parties, the consultant shall request the prior written permission from ITC.

Expected Deliverables:

1. Briefs including styling instructions and shot list submitted, by June 30th;
2. Six short teaser videos submitted, by August 15th;
3. Six short designer introductory videos submitted, by August 20th
4. One three-minute edit, by August 15th
5. Sound track developed for all videos, by August 20th.

Competencies:

Experience in developing digital marketing tools and promotional materials

Education:

Undergraduate degree (BA/BSC or other) in videography, communications or video arts.

Experience:

At least 3 years of professional experience in a related field in lieu of diploma.

Languages:

Fluency in written and spoken English, French is an asset