Terms of Reference to ANGAGE AN ONLINE MEDIA

SOS Children's Villages in Rwanda is a dynamic social development organization working to meet the needs and protect the interests and rights of vulnerable children. To achieve this, the Organization is implementation a range of programs varying from childcare, family strengthening and advocacy for children’s rights.

With SOS Children’s Village model, our organization pioneered a family approach to the long-term care of children without parental care. SOS Children Villages promotes that each child has a caring parent, live together as brothers and sisters, in a family home and forming a supportive village environment.

SOS Children’s Villages implements its programme interventions with the support of various partners and individuals who have children at heart. Indeed, it takes a lot to grow a child. To sensitize people to support vulnerable children living under SOS Care, SOS Children’s Villages in Rwanda has chosen to work with online media houses as an effective channel to sensitize general public to support SOS Children’s Villages in Rwanda program.

1. **The assignment**

SOS Children’s Villages Rwanda is seeking the services of a an online media house to perform the following activities;

* News coverage across SOS Children’s Villages in Rwanda Program
* Publication of medium rectangular banners for raising awareness to support SOS Children’s Villages in Rwanda Program.
* Publication of video spots
* Live steaming

In consultation with Local Fundraising and Communication Manager, the key tasks of the production shall include:

* Planning and developing a production schedule
* Writing the stories and make sure the approval have been done
* Following up every production for SOS Children’s Villages in Rwanda
* Editing the final production to suit brand standards

1. **Requirements**

* Being a national company registered in Value Added Tax;
* Having RDB registration certificate;
* The company should have a competent team composition with all relevant skills for the assignment. The proposed staff should have Bachelor degree in Journalism, communication, Graphic Design, branding, Camera operating, video Editing and animation.
* Having a very dynamic website with high engaged audiences.
* At least 5 recommendations letters/ to whom it may concern or final work certificates from reputable organizations.
* Provide other samples of good artwork including but not limited to storytelling, Short Videos corporate videos, Highlights videos of events, and documentaries.
* Having an audio/visual production studio and well-established music producer to work with at least 5 years of working experience.
* Having and using recent Audio-visual equipment that is capable to capture 4K images, Sounds, and Computers…

1. **Duration of the assignment**

The chosen bidder will perform the above duties within three years

1. **MODE OF PAYMENT**

**The consultant shall receive 100% of the total agreed amount after completing the assignment.**

1. **How to bid**

Bids should be submitted to the National Office of SOS Children's Villages Rwanda located at Kacyiru **through the following e-mail:** [**sos.procurement@sos-rwanda.org**](mailto:sos.procurement@sos-rwanda.org)**.**

Done at Kigali, October 11, 2022

Jean Bosco KWIZERA

National Director

SOS Children’s Villages Rwanda