**Video Advertisement and Media Buying**

**for “Creating a Supportive Learning Environment for Egyptian and Refugee Children" project.**

**Terms of Reference**

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| officeArt object |   |

**CARE Egypt Foundation:**

CARE Egypt is operating in Egypt since 1954. Its programming aims to help communities living in poverty meet basic needs, improve their social positions and cope with their challenging environments in ways that are sustainable and empowering.

Underpinning all of CARE Egypt’s work is a commitment to strengthening local civil society, promoting human rights and addressing the underlying causes of poverty and injustice, such as poor governance, gender inequity, economic and social exclusion and conflict. CARE Egypt places special emphasis on investing in women and girls because its experience shows that their involvement invariably brings long-term benefits to families and communities. CARE Egypt focuses on four main programs: Women’s Rights, Governance and Civic Engagement, Education, and Agriculture and Natural Resources

**For further information, please visit our website:** [www.care.org.eg](http://www.care.org.eg)

**Objective of the Assignment:**

The purpose of this terms of reference is to hire a digital media agency to film a promotional video advertisement for the Learning Hubs that offer services for Egyptian and Non-Egyptian children.

**Scope of Work and Deliverables:**

The agency is expected to deliver:

1. **One 3-4 minute promotional video for the learning hubs and services provided.**
2. **1-2 shooting days.**
3. Deliver final video with edits by mid-December.
4. Accept edits and feedback from communication team and project manager.
5. English & Arabic subtitles for both videos.
6. Media buying by the agency on this video when published on CARE Egypt social media platforms.

**Methodology:**

The detailed methodology will be worked out in consultation with the project team. Meetings between CARE and the project’s consultant(s) will be organized in order to develop a draft idea for the video before shooting.

**W****ork plan & Time Schedule:**

The consultant expressing interest in undertaking this task is required to set a work plan and time schedule for the design and execution of the video, while providing an overview of the entire process. The financial proposal should be presented in a breakdown of no. of crew, specific equipment to be used based on the objectives of the documentary.

**Professional Skills and Experience**

**General Skills**

* Minimum of 2 years experience in working on similar development projects.
* Experience work of similar development project highlighting humanitarian part
* فتورة الكترونية is a must

**The deadline for sending the financial proposal 25 November 2023**

**Payment Schedule:**

All payments should be linked to deliverables.