

TERMS OF REFERENCE FOR NICHE DOCUMENTARY SPECIALIST

1.INTRODUCTION

Nutrition Improvement through Cash and Health Education (NICHE) is an innovative social protection programme that integrates nutrition, child protection and social protection interventions to ensure enhanced impact on child outcomes, notably on nutrition and child vulnerability among the most vulnerable. The programme builds on the Government of Kenya's National Safety Net Programme (NSNP), by targeting NSNP beneficiary households with the aim of improving child outcomes during the critical first 1,000 days of life.

The programme is based on the growing evidence base in the area of social protection which demonstrates the effectiveness of combining regular cash assistance alongside complementary interventions to enhance impacts across multiple outcomes. The programme is implemented jointly by the national and the five county governments of Kilifi, Kitui, Marsabit, Turkana and West Pokot with a plan to expand to more counties. Directorate of Children's Services in the State Department for Social Protection and Senior Citizens is responsible for the coordination of the programme.

In order to increase the visibility of the programme to the general public the Directorate of Children's Services is seeking the support of a Communications Specialist, who will be expected to promote greater knowledge among key stakeholders and the general public on the programme.

2.OBJECTIVES

To design and implement a NICHE national and county communication and visibility plan and increase awareness and knowledge of the programme with key stakeholders, development partners, civil society and the general public.

3. SCOPE OF WORK

The consultant will carry out the following activities with guidance from the NICHE secretariat; Develop scripts for documentaries and produce at least 10 NICHE documentaries and human interest stories in both video and case studies format for print.

This will be a time based contract for five months, where the consultant will work for 22 days a month 8 hours a day.

4. EXPECTED OUTPUTS-KEY PERFORMANCE INDICATORS

- I. Develop scripts and produce 10 NICHE documentaries depicting all the three components of NICHE (Cash top ups, Nutrition counseling and child protection) in the NICHE implementing counties.

- II. Develop 15 human interest stories based on case studies in the NICHE counties in both video and print format.

5. ACADEMIC AND PROFESSIONAL COMPETENCIES

- I. A University Degree in Communications, Journalism or equivalent from a recognized university.
- II. Previous employment experience (minimum 3 years) in communication, journalism, print media, research documentation and report writing.
- III. He/ She should have experience in Child Protection, Social Protection and health communication
- IV. Familiarity with local media, and established network of concepts with local journalists.
- V. Ability to express clearly and concisely ideas and concepts in written and oral form
- VI. Competent in the use of computer and internet information software, use of desktop publishing software
- VII. Excellent in documentary script writing, photography and videography
- VIII. **Effective Writing Skills:** Strong writing and editing skills for various platforms and formats, including press releases, articles, website content, and social media posts. Ability to adapt writing style to target different audiences.
- IX. **Visual Communication:** Good understanding of graphic design principles and tools such as Adobe Photoshop. Ability to create visually appealing and effective communication materials.
- X. **Analytical Skills:** Capability to analyze communication data and metrics to assess the effectiveness of campaigns. Use insights to make data-driven decisions for continuous improvement.
- XI. **Social Media Management:** Experience in developing and implementing social media strategies, content creation for various platforms, and community management.

6. COMPETENCIES

Creative Skills:

- **Storytelling:** The ability to craft compelling narratives that engage viewers, even with complex or challenging topics. This includes strong story structure, character development, and a clear point of view.
- **Visual Storytelling:** Understanding of how to use visuals (camera angles, framing, composition) and sound design to create an impactful story beyond just words.
- **Research Skills:** Ability to conduct thorough research to understand the subject matter, identify key sources, and uncover unique angles and perspectives.
- **Originality and Creativity:** A strong creative vision to develop unique story ideas and approaches to documentary filmmaking.

Technical Skills:

- **Pre-Production:** Planning and budgeting skills for project development, scriptwriting, location scouting, and crew recruitment.
- **Production:** Proficiency in camera operation, lighting techniques, sound recording, and field production logistics. Proficiency in using relevant equipment is a plus.
- **Post-Production:** Basic to advanced editing skills using editing software to assemble footage, create a narrative flow, and integrate sound design.

Interpersonal Skills:

- **Interviewing Skills:** The ability to conduct compelling interviews that draw out authentic stories and emotions from subjects. This includes active listening, rapport building, and asking insightful questions.
- **People Management:** Working effectively with crew members, interviewees, and stakeholders, fostering collaboration and a positive working environment.
- **Resilience and Problem-Solving:** Ability to adapt to unexpected situations, overcome challenges, and find solutions while filming on location.
- **Ethics and Sensitivity:** Understanding and adhering to ethical considerations in documentary filmmaking, including gaining informed consent and portraying subjects with respect.

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