

New Social Initiative – NSI is looking for a Professional Videographer and Video Services.

About New Social Initiative

New Social Initiative (NSI) is a civil society organization working in Kosovo, but also cooperating with the key stakeholders in the Western Balkan region, to ultimately impact inclusiveness, trust-building, democratization, and good governance processes in Kosovo. While doing so, NSI follows its vision of an inclusive society built on trust and appreciation among its communities, in which citizens from all ethnic groups actively participate in the society and its governance.

NSI strives to create an impact and bring change through programs and projects, as well as public communication campaigns promoting positive stories on communities' relations, reconciliation, conflict transformation, trust-building, and dealing with the past.

1. Background

NSI is implementing projects and communication campaigns to promote a constructive, considerate, and critical approach to reconciliation, peacebuilding, and language social acceptance.

For this purpose, NSI is currently implementing two projects: Reconciliation and Conflict Transformation (RCT) supported by USAID and #LetShareOurLanguages supported by the Embassy of the Netherlands in Kosovo. Within both projects, NSI initiated several activities to document efforts through multimedia content. Compelling video materials will be used across platforms (including short videos, podcasts, and storytelling content) to draw the public attention to reconciliation and peace-building and language social acceptance.

2. Purpose of the assignment

NSI is seeking a professional videographer to supply video production services on a need basis for the duration of 12 months (with a possibility of extension). The selected materials will be used for NSI advocacy and communication purposes.

3. Details of how the work should be delivered

The Contractors will be expected to deliver any of the following as required during the whole duration of the contract:

- Production of video (scriptwriting, videography, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work, etc.) according to NSI's standards. All videos produced must be of the highest quality to adequately represent the organization. The optimal standards are: 1080 25p/1080 29.97p or 30p. All material should be shot in 16:9, HD 1080;
- The contractors shall use their own HD quality video camera and professional editing software (Adobe Premiere Pro, Adobe After Effects, etc.);
- Edit the footage in line with the script agreed and approved by NSI's focal person and produce a professional quality package/report/PSA of broadcast quality;

- Record and edit narration/voice-over where needed by following guidance from relevant NSI focal person;
- Embed subtitles in the video as per need;
- Audio balance the final product and convert it into formats for use on TV, radio, web;
- Identify location, name, and age of interviewees, quotes, and any relevant details;
- Include appropriate NIS branding and crediting donors support for the produced videos;
- Archive the edited output in DV and DVD format along with a professional log.

4. Deliverables and delivery dates:

Nr.	Deliverables	Targeted deadline for deliverables	Duration
1.	<ul style="list-style-type: none"> • Designing and preparing a studio for the recording of RCT podcasts within the NSI office; • Equipping video podcast recording studios with the necessary equipment; • Creating a teaser video for RCT podcasts lasting up to 15 seconds; • Recording, editing, and subtitling 6 RCT video podcasts lasting 30 to 40 minutes; • Preparation of 6 promotional videos based on 6 recorded podcasts, lasting up to 1 minute. 	1 st Podcast –February 2022 2 nd Podcast – April 2022 3 rd Podcast – June 2022 4 th Podcast – August 2022 5 th Podcast – October 2022 6 th Podcast – December 2022	February – December 2022
2.	<p>Production of 10-20 BBC-style videos on languages social acceptance ranging from 30 sec to 20 min. The production will involve, but not limited to:</p> <ul style="list-style-type: none"> • Creation of the general concept of the videos; • Development of the detailed scenarios of the videos; • Coordination and approval of the scenarios with NSI; • Video production (types of content: mini-documentary, short journalistic reports, short human-interest video stories, etc.) • Albanian/Serbian and/or English voice titration or subtitles - on an as-needed basis; • Post-production (assembly, sound, processing, etc.); • Delivery of the final video in different formats (for TV or social media). 	1 or 2 video(s) per month from January to December 2022 Maximum 5 days from placement of the order date	January, February, March, April, May, June, July, August, September, October

	<p>Production of minimum 5 podcasts ranging from 30 – 45 minutes. Production involves, but is not limited to:</p> <ul style="list-style-type: none"> • Creation of the general concept of the podcast; • Development of the detailed scenarios of the podcasts; • Coordination and approval of the scenarios with NSI; • Video production (recording of the podcasts.) • Albanian/Serbian and/or English voice titration or subtitles - on an as-needed basis; • Post-production (assembly, sound, processing, etc.); 	<p>1 podcast per month in period January – May 2022</p> <p>Max. 5-7 days from the placement of the order date</p>	<p>December – January, February, April, May,</p> <p>Potential additional podcasts in June, July, September, October</p>
	<p>Production and /or postproduction of a minimum of 30 language storytelling videos range from 1 to 3 minutes.</p> <p>Production involves, but is not limited to:</p> <ul style="list-style-type: none"> • Creation of the general concept of the storytelling video; • Development of the detailed scenarios of the storytelling; • Coordination and approval of the scenarios with NSI and influencers involved in storytelling; • Video production (recording of the podcasts) • Albanian/Serbian and/or English voice titration or subtitles - on an as-needed basis. 	<p>2-3 storytelling videos per month</p> <p>Maximum 5-7 days from the placement of the order date</p>	<p>January – December 2022</p>

5. Reporting requirements

- The contractors will report to the RCT and #LetsShareOurLanguages Project Managers and Project Officers, who will regularly communicate with the contractors and provide feedback and guidance on their performance and all other necessary support to achieve objectives of the assignment, as well as remain aware of any upcoming issues related to contractors' performance and quality of work.
- All activities and deliverables undertaken by the contractors shall be discussed and planned in consultation with NSI. The contractors are expected to deliver each component of the work plan electronically.

6. Performance indicators for the evaluation of results:

Video produced on the Assignment will successfully capture and emotionally express the core elements of the situation assigned for coverage. The coverage will include different visual perspectives (close-up, medium-range, long-distance), with a preference for horizontal or vertical framing, as noted. Videos will be technically good (properly exposed, framed, focused,

and edits well optimized). Complete caption information and other metadata will be embedded in the files, as described.

The evaluation of the contractors' performance will be based on:

- Completion of tasks specified in the ToR;
- Compliance with the established deadlines for submission of the deliverables;
- Quality of work and deliverables;

7. Qualifications and experience:

The contractor is expected to possess the following qualifications:

- At least three years of experience in videography/video editing, the experience of editing using Adobe Premiere Pro, Adobe After Effects, Final Cut Pro, or other video editing software;
- Demonstrated experience of conception, production, and editing of mini video documentaries and storytelling videos;
- Experience covering social, humanitarian, and development subjects will be an asset,
- Experience with NSI work and other NGOs will be an asset;
- Knowledge of ethical standards in reporting on issues related to children will be an asset.
- Knowledge of English, Serbian, and/or Albanian.

8. How to Apply?

You can apply by sending your CV and portfolio of video projects and examples to the following email address: office@newsocialinitiative.org by **January 24, 2021, at 23:59**.

If you are shortlisted for the position NSI might request submission of additional documents including:

- Expression of interest (EoI) outlining how the expert meets the selection criteria and their understanding of the ToR;
- Technical Proposal - a summarized description of the scope of work and the intended methodology to be used including a detailed work plan, activities, and deliverables within the specific timeframe;
- Financial proposal – breakdown and description of the specific services expenses;